MARCH 13, 1944 PRICE 15 CENTS

TECHNOLOGY DEPT.

BROADCASTING

The Weekly Newsmag[illegible] of Radio

Broadcast Advert[illegible]

Detroit Public Library Avenues
Woodward & Kirby
Detroit 2, Michigan

MAR 15 1944

DETROIT

ALL GOD'S CHILLUN NEED WINGS!

AS AMOS might say to Andy: "You're always looking for big deals, Andy. Well, here's one you and the Kingfish ought to look into. It's one of the biggest deals you ever heard of. WKY, out in Oklahoma City is building the second highest radio tower in the Western hemisphere. It'll be 910 feet high . . . that's 60 feet higher than the RCA building.

"Andy, people are going to need wings, almost, to see the top of WKY's new tower. If you and the Kingfish get busy, maybe you can get the wings concession and rent wings to sight seers.

"But seriously, Andy, this new 910-foot antenna is going to add wings to the programs WKY broadcasts in Oklahoma. More people will be hearing our program and hearing it more clearly than ever before. More people will be hearing about and buying Rinso and the many other products sponsoring programs on WKY in Oklahoma City."

* * *

Companion to WKY's gigantic new antenna is its new transmitter which will be one of the most modern technically, architecturally and in every other way.

The pace which WKY set in facilities, programming, and community service nearly a quarter century ago has been one which no other Oklahoma City station has ever equalled. Results for advertisers, too, have always been proportionately greater.

WKY
OKLAHOMA CITY

POWER AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times ★ The Farmer-Stockman
KVOR, Colorado Springs ★ KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Why do—

MORE radio stations use
MORE SESAC music on
MORE programs day after day?

—

MORE advertising agencies use
MORE SESAC music on
MORE commercial transcriptions?

—

MORE transcription companies use
MORE SESAC music on
MORE library service transcriptions?

Because—

MORE stations have SESAC blanket licenses than with any other music licensing organization.

MORE advertising agencies and transcription companies like the complete freedom from clearance and bookkeeping headaches which the simplified SESAC 2c recording fee affords.

MORE SESAC music is American Music—
The bread and butter music that listeners like.

Proof? *Write, wire or phone the SESAC Program Service Dept.*

SESAC

THE BEST MUSIC SESAC IN AMERICA

475 Fifth Ave. New York 17, N. Y.

THE BEST MUSIC SESAC IN AMERICA

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Be A Soothsayer

See Future Sales Opportunities In All WWL-Land

START PROFITING NOW WITH WWL

Economists and analysts say that Southern prosperity is here to stay. Start with WWL now to win your share of the booming market. Millions of families in five Southern states listen to the sales appeal of smart WWL advertising. WWL is the only medium you need to cover this profitable area.

WWL
NEW ORLEANS

50,000 WATTS
CLEAR CHANNEL

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Copyright 1944 by Broadcasting Publications, Inc.

IN THIS ISSUE—

Panel Urges NWLB to End AFM Strike	9
du Pont Honors Swing, WLW, WMAZ	10
AFM Los Angeles Contracts About Ready	10
Gripsholm Arrival Coverage Curtailed	10
Industry Views on Giveaways—A Symposium	11
Hooper to Label Money-Show Ratings	11
New Cuts Imposed on FCC Budget	12
'Let the Broadcaster Speak His Mind' *By Les C. Johnson*	14
Revenue Up for 5-20 kw Outlets	16
KMPC Moves to Hollywood	16
Reconversion Still Far Off, Says Nelson	18
Details of WMCA Transfer Revealed	18
Arizona Pub. Sales Ascribed to FCC Antagonism	20
Third NAB District Ends 1944 Meetings	20
Farm Radio Editors Organize	22
Hope, Crosby and Sinatra Top Milwaukee Poll	26
Inquiry Into Radio Planned in Canada	26
Policy on Naval Personnel and Radio Clarified	28
AT&T Maps Postwar Video Plans	30
Radio Aid to War Effort Set at $200 Million	74

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices. WASHINGTON 4, D. C.
870 National Press Bldg.—Telephone: MEtropolitan 1022

SOL TAISHOFF, Editor and General Manager — MARTIN CODEL, Publisher (on leave)
Maury Long, Advertising Manager — Bernard Platt, Circulation Manager
J. Frank Beatty, Managing Editor — J. N. (Bill) Bailey, Associate Editor
K. R. Breslau, Adv. Production Mgr. — Henry Liebschutz, Art Director

NEW YORK BUREAU
250 Park Ave., Telephone—PLaza 5-8355
Bruce Robertson, Associate Editor — S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue, Telephone—CENtral 4115, James J. McGuinn

HOLLYWOOD BUREAU
1509 N. Vine St., Telephone—GLadstone 7353, David H. Glickman
West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg. — Los Angeles, Western Pacific Bldg.

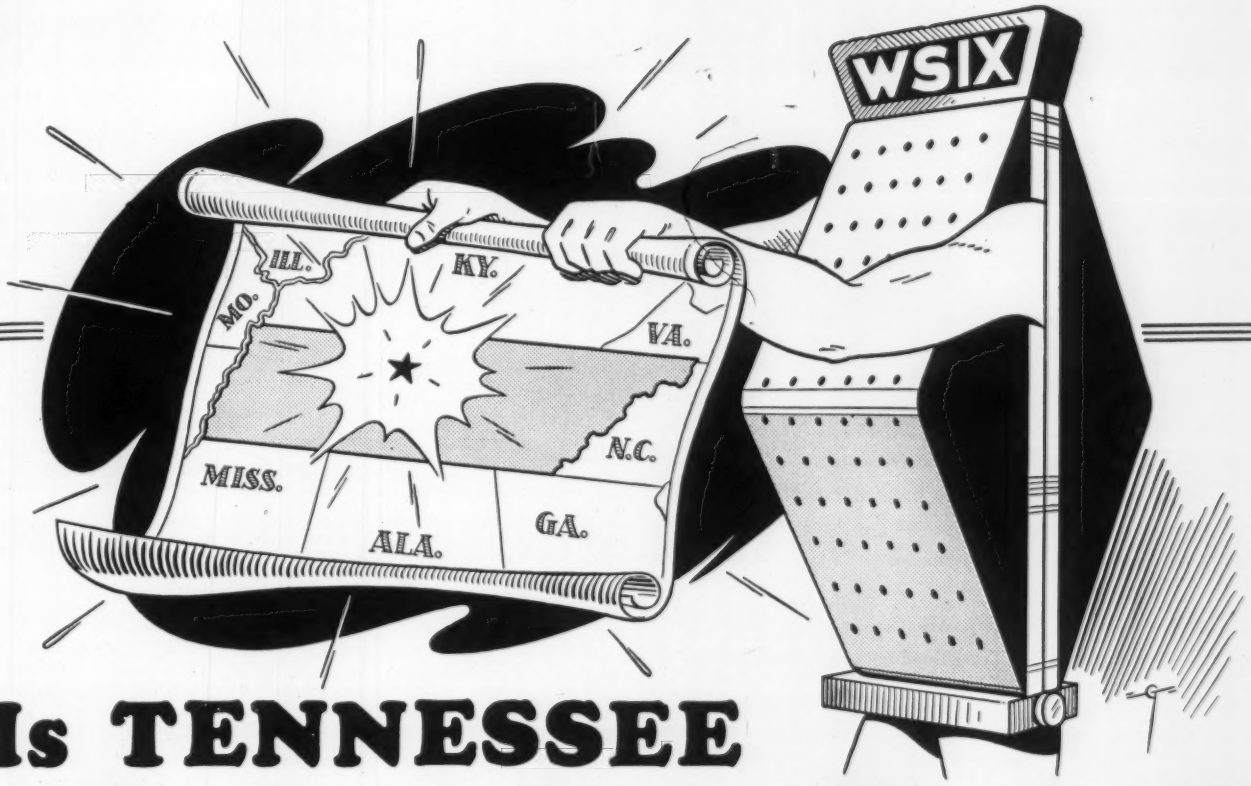
CANADA
417 Harbour Commission Bldg., Toronto. Elgin 0775. James Montagnes

KFOR Has the Shows with "Homemaker Appeal" in Nebraska's Capital City Area

Breakfast at Sardi's
Ladies, Be Seated
My True Story
The Mystery Chef
Sweet River
Breakfast Club

REPRESENTED NATIONALLY BY EDW. PETRY & CO.

Blue and Mutual Networks
KFOR LINCOLN Nebraska
A Small Station Doing a **BIG JOB**



Is TENNESSEE a Part of Your Market?

WSIX OFFERS thorough coverage of the rich Middle Tennessee area—a section now booming as never before with farm production, industry and army camps.

ENGINEERS' surveys show EVERY county of Middle Tennessee plus sixteen counties in Southern Kentucky included in this station's 0.1 MV/M signal.

FOR full information, including coverage map, rate card and present availabilities, contact this station.

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

NOW YOU CAN REACH AMERICA'S MOST ACTIVE NEW MARKET

ALASKA

THINGS are really happening in Alaska. Much of the amazing development is a military secret. You'll have to wait until we win the war to hear about it. ★ It is no secret, however, that the population of Alaska is many times as large as it was three years ago and will be larger after the war. ★ With the completion of the Alaska Highway which brings Alaska within a few days drive from any part of continental United States, the Territory has suddenly become a rich new market which progressive advertisers are losing no time to capture. The ground work laid today will determine the new buying habits of Alaskans for the next generation. ★ New airports, new airlines, a projected railroad, new ship service, will make Alaska the fastest growing spot on the American continent. ★ Alaskan men and women buy nearly four times as much merchandise per capita as your neighbors in the States. Wages are high and money is plentiful. Nowhere in the world do folks depend so completely upon their radio stations for news and entertainment. And they show their appreciation by buying the advertisers' merchandise. ★ A test campaign will convince you. The cost is low, the results truly startling. Wire or write for availabilities.

★ ★

If you have any questions regarding Alaska, don't hesitate to write me. We have eight men in our Seattle office who know the Territory thoroughly. Between us, we can dig up the information you request, whether it pertains to radio, bear hunting, steamship schedules, the weather, salmon fishing or gold mining. ★ By the way, I have a few hundred additional copies of the Annual Pictorial Edition of Alaska Life, which I publish. It's just off the press and, I believe, gives a rather complete analysis of Alaska in 1943. If you'd like a copy just send me your request on your company stationery.

KINY
5000 Watts Juneau

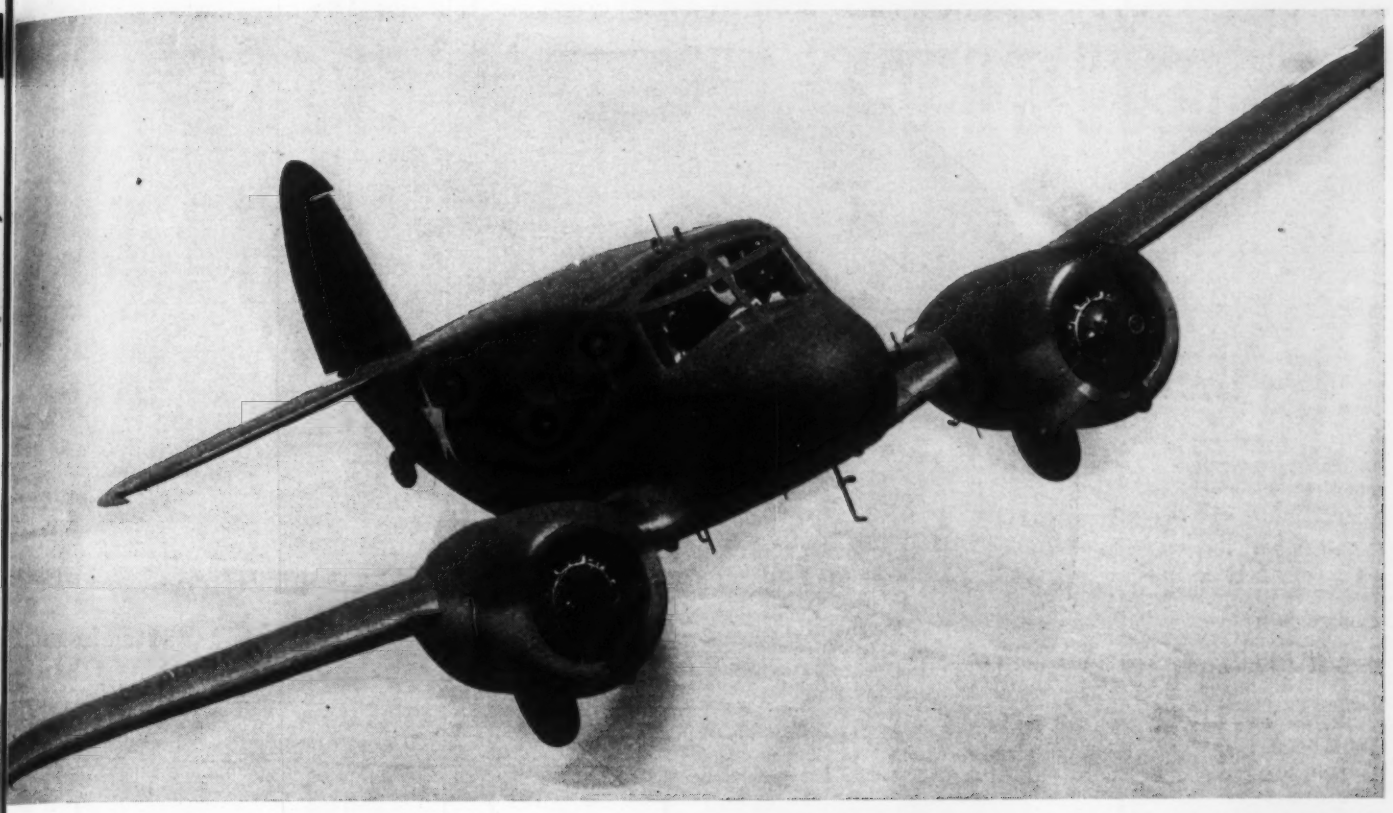
KTKN
1000 Watts Ketchikan

★ ★

KINY-KTKN Programs Released through cooperation with U.S. Army:

BING CROSBY
RED SKELTON
FRED ALLEN
ALBUM FAMILIAR MUSIC
JOHN CHARLES THOMAS
HARRY JAMES
FRED WARING
ALDRICH FAMILY
BURNS AND ALLEN
HOUR OF CHARM
YARNS FOR YANKS
SPOTLIGHT BANDS
KAY KYSER
MELODY ROUNDUP
FIBBER McGEE
HIT PARADE
ONE NIGHT STAND
ANDRE KOSTELANETZ
SAMMY KAYE
FAMILY HOUR
PAUL WHITEMAN
TOMMY DORSEY
FITCH BANDWAGON
CHARLIE McCARTHY
CONTENTED HOUR
MAXWELL HOUSE SHOW
YANK'S SWING SESSION
GREAT GILDERSLEEVE
DUFFY'S TAVERN
DINAH SHORE
COMMAND PERFORMANCE
BOB CROSBY

EDWIN A. KRAFT
ALASKA RADIO HEADQUARTERS
708 AMERICAN BUILDING SEATTLE 4, WASHINGTON



CESSNA "BOBCAT" MADE BY CESSNA AIRCRAFT CO., HUTCHINSON

KWBW *Climbing in Popularity in Hutchinson and Central Kansas*

★

A Recently Completed Survey of the Listening Habits of the Radio Families of Hutchinson, Kansas

Based on the 1940 U. S. Census of 7,921 Radio Families in Hutchinson
Estimated Radio Families in Hutchinson in 1944 is 10,000

★

Percentage of the Radio Families in Hutchinson Who Listen MOST During the NIGHTTIME to:

KWBW	**71.0%**
Station B*	18.8
Station C	2.3
Station D	2.3
Station E	2.3
Station F	1.2
Station G	.6
Station H	.6

*Names of stations on request

Percentage of the Radio Families in Hutchinson Who Listen MOST During the DAYTIME to:

KWBW	**48.5%**
Station B	24.6
Station C	9.8
Station D	5.6
Station E	4.9
Station F	2.8
Station G	1.4
Station H	.7
Station I	.7
Station J	.7

KWBW

KWBW—101 EAST A—HUTCHINSON, KANSAS
WILLIAM WYSE, PRESIDENT

NBC

REPRESENTED BY RADIO ADVERTISING CO.
NEW YORK, CHICAGO, LOS ANGELES

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

LEON LIVINGSTON

General Partner, Leon Livingston Advertising Agency, San Francisco

Says—"Spot broadcasting is on-the-spot advertising—placed exactly where you want it"

●*Where* you want it—*when* you want it—*how* you want it, Mr. Livingston! And when you also consider the different rate classifications, for different types of audience during the day and night, then surely you can add—*"at the price you want to pay"!*

●Not that we want to take a poke at any other medium—but where else can you agencies and advertisers buy the doubly selective coverage of national spot at any comparable price, or even regardless of price? You know the answer—and that's why spot-broadcasting is continuing to grow at a rate that surprises even us "old" pioneers in the business of radio-station representation.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCBM . . . . . BALTIMORE
WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
KFAR . . . . FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 11 WASHINGTON, D. C., MARCH 13, 1944 $5.00 A YEAR—15c A COPY

Panel Urges NWLB to End AFM Strike

Interferes With War Effort, Decision Holds; Fee Plan Condemned

IN A SPLIT 2-1 ruling, the tripartite panel of the National War Labor Board last week held that the ban of the American Federation of Musicians on recording constituted a labor dispute which interfered with the war effort and recommended that the national board in Washington exercise its power to "terminate the strike to the end that the conditions prevailing on July 31, 1942 be restored."

Arthur S. Meyer, of New York, public member and chairman, and Gilbert E. Fuller, president of the Raymond-Whitcomb Travel Agency of Boston, industry member, signed the 48-page majority opinion which sweepingly condemned the strike called by James C. Petrillo, AFM president, along with the "unemployment relief" fund agreement exacted from seven of the record and transcription companies.

Zaritsky Dissents

The labor member of the panel, Max Zaritsky, president of the United Hatters, Cap & Millinery Workers International Union, dissented from the majority's findings, although he concurred in the conclusion that NWLB holds jurisdiction.

The panel recommendations now are before the 12-member NWLB for action. Should the board uphold the panel's recommendations, AFM would be ordered to return to work forthwith for such companies as Columbia Recording Corp., RCA Victor Division of RCA, and NBC Thesaurus, which steadfastly have held out against the royalty fee payment for "unemployment relief". They held that this constituted a "private AFM relief roll" and constituted a precedent in employer-labor relations.

The AFM majority concluded that the overall use of transcriptions has probably not, on balance, "greatly decreased the employment of musicians" and that the same was true in connection with the introduction of radio. "The sole demand made by the union on the companies," said the majority report, "is that companies should pay certain monies to the union for its unemployment fund. No instance has been cited where employers have paid money to a union for the benefit of unemployed union members who are not the employes of the paying employers."

The panel found that the demand for union payments for unemployment, though not "repugnant to trade union practice", is not a "customary" demand. It concluded that the board "should not direct that the companies pay money to the union for its unemployment fund."

Some Damage Found

While Mr. Petrillo and Joseph A. Padway, general counsel of AFM, had vehemently contended that the order terminating the making of recordings by AFM members as of Aug. 1, 1942 was not a strike and had questioned the jurisdiction of the Board, the Panel found that, "though the direct effect of the strike has been exaggerated, there has been some damage."

It held further that "a strike in wartime distils explosive emotions whose unstabilizing effect transcends the economic influence of the particular stoppage." It concluded that "since a labor dispute exists which interferes with the war effort, the NWLB has jurisdiction."

In general, the panel's conclusions appeared to support the contentions made by the transcription companies in their arguments before the tripartite group and by the NAB in its presentation to the Senate Interstate Commerce Subcommittee in January 1943. Their contention had been no unemployment, attributable to radio or transcriptions, existed. The Panel found that "there is no present, important unemployment of musicians." Though substantial unemployment existed in the past "neither the amount of such unemployment nor the relation of such employment to general unemployment is known", it was concluded.

While the report cited that "no aspersion of dishonesty appears and the conduct of the union and of Mr. Petrillo, as reflected in the record, has been uniformly candid and honorable it found that the union had offered "no statistics, objectives or plan to support its demand for funds to relieve unemployment."

Even if the panel were satisfied as to factual justification of the union's demands, "the question remains whether the proposed solution is one the Board may properly impose," said the report. It concluded that to exact unusual terms as the result of wartime conditions, would not be "fair and equitable."

Fee Payments

The Panel rejected the objections of the companies based on principle, declaring that should copyright legislation be procured to permit both parties to share in royalties, sound social policy would not prevent all or part of the royalties from going to the union under

(*Continued on page 64*)

Summary of Panel Recommendations and Report . . .

PRESS release covering the recommendations of the National War Labor Board's panel in the transcription case follows in full text:

The Union ceased making records and transcriptions on Aug. 1, 1942.

In August, 1942, the Federal Government commenced an action against the Union under the antitrust laws. The complaint was dismissed and the decision affirmed by the Supreme Court.

Following a Senate hearing in January, 1943, the Union proposed that the employers pay a fee to a Union Employment Fund for each record and transcription made by the members of the Union.

The proposal was rejected and seven transcription companies sought the aid of the U. S. Conciliation Service, the phonograph record companies taking no action.

The case was certified in July, a panel was appointed and hearings were held in New York City in September, October and November, 1943. The record is 1,900 pages with hundreds of pages of exhibits.

The original parties to the proceeding were, on the one hand, the Union, and, on the other hand, the seven transcription companies, namely, (1) World Broadcasting System, (2) Empire Broadcasting Corporation, (3) Associated Music Publishers Inc., (4) Lang-Worth Feature Program Inc., (5) C. P. MacGregor, (6) Standard Radio, (7) National Broadcasting Co., Radio Recording Division.

Intervening Companies

After the hearings started, Decca Records Inc. (a phonograph record company not a party to the proceeding) concluded a contract with the Union substantially on the basis of the Union's proposal. Transcription Company 1 (an affiliate of Decca) and Transcription Company 2 became parties to similar contracts and withdrew from the controversy.

Columbia Recording Corp. and RCA Victor Division of Radio Corp. of America (phonograph record companies) became parties to the proceeding by motion to intervene. They and the five remaining transcription companies resumed negotiations with the Union, with the mediatory help of the Panel. Transcription Companies 3, 4, 5 and 6, after concluding contracts with the Union, withdrew from the case. The Panel in an interim report recommended to the Board the approval of these contracts which embody the principle of the Union's proposal but contain features not found in the World-Decca contract including provision for an advisory board on the expenditure of the Employment Fund.

The Companies that are presently parties to the proceeding, namely, Columbia and Victor (the two intervening phonograph companies) and NBC (the seventh transcription company) originally

(*Continued on page 69*)

duPont Honors Swing, WLW, WMAZ

Presentations Are Made At Dinner Held In New York

ALFRED I. DUPONT Radio Awards Foundation last Saturday evening presented $1,000 each to Raymond Gram Swing, Blue commentator, WMAZ Macon, and WLW Cincinnati, winners of the 1943 awards presented annually by the foundation, established by Mrs. duPont in memory of her late husband, "to perpetuate his profound interest in science and industry and his unwavering devotion to the welfare of his country and of humanity."

Foundation, created in perpetuity under an irrevocable trust, confers each year two station awards "to two radio stations in the continental United States for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively.

Representative Station

"One of the radio stations selected to receive an award shall be representative of the group of larger radio stations possessing facilities above the average from the standpoint of power and range of coverage. The other station selected to receive an award shall be representative of the group of smaller stations . . . Each radio station award, however, shall be of equal size, dignity and merit, for performance within these respective fields of endeavor."

Dividing line was established at the 5 kw mark for the current awards, with WMAZ receiving the award for stations of 5 kw or less and WLW the award for stations with power of more than 5 kw.

The commentator award is given each year "to one individual who shall be a citizen of the United States in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Awards Broadcast

Awards were presented at a dinner held at the St. Regis Hotel, New York, with the ceremonies broadcast on NBC 6:45-7 p.m., and on the Blue, 7-7:30 p.m. Francis P. Gaines, president of Washington & Lee U. and chairman of the awards committee, made the presentations, which were accepted by Mr. Swing and James D. Shouse, general manager of WLW, and Wilton E. Cobb, general manager of WMAZ, for the stations. Mrs. duPont, William H. Goodman, secretary of the awards committee, and Mark Woods, president of the Blue, also spoke.

Set-up of the awards committee requires that its members include "a representative of a national woman's organization; a non-commercial, non-political affiliate of radio and broadcasting industry; a nationally prominent educator; a nationally prominent expert on public opinion and national affairs; and a representative of the Alfred I. duPont estate interests."

Judges for the 1943 awards were: Dr. Kathryn McHale, president, American Assn. of University Women; Merlin H. Aylesworth, former President of NBC; Dr. Gaines; Bishop Henry St. George Tucker, and Mrs. Jessie Ball duPont. William Hardin Goodman, vice-president and trust office of the trustee, is permanent secretary of the awards committee.

Kellogg Drive

"THE GRAINS are Great Foods," will be the theme of the 1944 nutrition advertising campaign of Kellogg Co., Battle Creek, Mich. A preview presentation of the campaign will be given at the Ritz-Carlton Hotel in New York, Tuesday, March 14, for press and radio representatives. Details on how Kellogg advertising in radio and other media will carry out the theme will be revealed at that time.

Van Nostrand to R&R

JACK VAN NOSTRAND has resigned as assistant deputy chief of the New York office of the OWI Domestic Radio Bureau to join the radio department of Ruthrauff & Ryan, Philip H. Cohen, chief of the Bureau, announced last week. He will not be replaced, Mr. Cohen stated. His functions will be carried on by personnel shifted from the Washington office. Working with George P. Ludlam, deputy chief, Mr. Van Nostrand has done an exceptionally fine job in developing cooperation between the OWI, commercial advertisers, and networks, Mr. Cohen said.

FUTURE CHAMPIONS FOR GENERAL MILLS

GENERAL MILLS, Minneapolis, has enrolled 800,000 youngsters between 8 and 16 in its Future Champions of America, conducted in connection with the *Jack Armstrong* program heard on 120 Blue stations, according to Ed Sylvestre, president of Knox Reeves, handling General Mills advertising.

Entirely a public service move on the part of General Mills, Mr. Sylvestre told BROADCASTING in Washington last week that the program has the long-range purpose of building a healthy, strong America, while its power in the immediate future will be felt in combatting juvenile delinquency.

Asking for no "box tops, no dimes", General Mills has started FCA as an "organization of American boys and girls into teams of eight members each to have fun as a team." FCA activities can be worked in with the Boy Scouts, Girl Scouts, etc. Because there is no commercial interest involved, the Committee on Physical Fitness of the Federal Security Agency (a Government war agency) endorses the plan.

Bryson Rash, director of special events for WMAL Washington and Ira Walsh, formerly of WPEN and now with the Committee on Physical Fitness, were present when Mr. Sylvestre explained the significance of FCA's activities at a press conference.

Contracts Between Network Stations And AFM in Los Angeles About Ready

CONTRACT BETWEEN network stations in Los Angeles and the local union of the AFM in that city has been drafted and is now under inspection by attorneys for both parties, it was reported last week, with signing expected in the near future. Terms, which were not divulged, will be retroactive to Feb. 1, when the contract expired.

In Chicago, where a general understanding was previously reached [BROADCASTING, March 6], a contract is in the process of preparation, while in New York negotiations are still under way with representatives of the networks and AFM local in that city meeting Friday afternoon for their weekly session, with "progress" reported. In addition to the general meeting, the union held individual meetings with the key stations on the subject of music librarians, over which the AFM has asked complete jurisdiction.

Following negotiations with Los Angeles local 47, AFM officials, Blue network Hollywood staff orchestra was increased from thirteen to twenty men on March 12. It is expected that similar contract will be put into effect within coming week by NBC Hollywood. Sidney N. Strotz, NBC western vice-president, at press time was conferring with AFM officials on technicalities regarding staff increase.

Contracts covering individual networks supersede previous NBC deal which had been signed for its Red and Blue operations. When networks separated, twenty-eight men were split between the two, with AFM contending that they employ twenty musicians each, comparable to CBS Hollywod house orchestra. Blue contract with union calls for a five day week, at $95 per man weekly, on a four hour day schedule.

Gripsholm Arrival Coverage Curtailed

Radio and Press to Operate Under Navy Supervision

NETWORKS were preparing last week to cover the arrival of the *Gripsholm*, repatriate ship scheduled to arrive in New York harbor about March 15. MBS was reported making arrangements to broadcast interviews with Red Cross workers and others aboard.

In Washington, a State Department spokesman told BROADCASTING no newspapermen or radio men with portable microphones would be allowed on shipboard, as was the case when the ship returned from Japan some months ago. Radio and press coverage of the debarkation will be under the jurisdiction of the Navy Public Relations Office of the Third Naval District of New York.

According to Comdr. Edward DeLong of the Third Naval District's Public Relations Bureau, Navy public relations officers will board the vessel on arrival and look over story possibilities. Navy public relations will set aside a special reservation on the pier through which repatriates will pass after stopping at the Red Cross center "to get mail, messages, etc." It is expected that as the repatriates come off the boat and pass through the Red Cross center, they will be asked where they are from in the United States. Their states will then be called out over a P.A. system so that reporters and radio men interested can move in and interview them. This is expected to eliminate confusion.

Passengers have already been given certain "suggestions" as to what to avoid, e.g., mention of atrocities, but Navy public relations officers will be on hand to check the interviewees.

McClintock Returns

MILLER McCLINTOCK, Mutual president, returned to his office last week from a combination business and vacation trip to Mexico. Roberta Dufton, Mr. McClintock's assistant and personnel director, left for Mexico March 12.

STIRRING THE AIR two ways, Cy Rapp, manager of KMA Shenandoah, Ia. and Ray Schroeder, chief engineer, display their recently purchased plane. It saves their worries about retreads and synthetics.

What the Industry Thinks of Giveaways

Majority Opinion Brands Programs as Unhealthy and Bad Influence

Editor's Note: Money giveaway programs will go out the window as bad radio, just as they have been dropped by other media, if competitive stations in each community will work together. That is the consensus of station opinion gleaned from reactions to the article by C. E. Hooper, radio research expert, published in the March 6 BROADCASTING.

While executives generally concurred in the Hooper view that money-reward programs are unhealthy and artificially stimulate audience, they did not go along with him on television and FM. In several instances the oral suggestion was advanced that broadening of the Hooper sample base would help.

From one agency observer—Beth Black of Joseph Katz Co. —came a full-scale disagreement with the Hooper view. She thought money programs, like comics, are what a lot of people want and she didn't see why they shouldn't have them "even if they create problems for research organizations."

Herewith telegraphic reactions received up to press time:

By LEWIS H. AVERY
Director of Broadcast Advertising
National Assn. of Broadcasters

Those who have devoted the most thought to the present and post-war possibilities of radio have long contended that it should be the responsibility of every broadcaster to do everything in his power to increase the sets in use or the actual circulation for a specific period.

But that contention does not embrace "cash-for-listening" programs!

To that extent, every student of broadcasting must agree wholeheartedly with the conclusion reached by C. E. Hooper in the March 6 issue of BROADCASTING magazine. While you may not arrive at that conclusion by the same devious logic Mr. Hooper uses, you will probably agree that you have never seen any evidence that "cash-for-listening" programs have increased permanently the percentage of sets in use.

Not-in-Use Sets

Considering the opportunity that exists today and that will certainly exist in the post-war period, broadcasters should be less concerned with the 32.1% of the sets and far more concerned with the 67.9% *not in use.*

The energy and manpower devoted to the "cash-for-listening" programs, and the time consumed listening to similar programs over competitive stations—to make certain you are offering more money more easily obtained—would create a whole new program structure for many stations that might actually reverse the present trend of listening—make regular listeners of occasional or non-listeners.

The obligation of the broadcaster lies not in redividing the existing audience, but in increasing the size of that audience through the provision of entertainment and information in the public interest.

Actually, there is nothing new or novel about "cash-for-listening" programs. For years, certain magazines and newspapers "sold" everything from carving sets to carts at cost or less with a trial subscription. Space buyers long ago were educated to look for such facts on ABC audits. And they judged media values with a full knowledge of the means such media utilized to gain circulation.

Perhaps some time buyers are fooled temporarily by a reshuffling of the audience in Metropolis. But such media men need only ask themselves the difference between forced and voluntary circulation to gain added confidence in the loyalty of the voluntary listener. And the voluntary listener is what every station should seek to attract in ever-increasing numbers.

Parenthetically, Mr. Hooper should be "boiled in oil" for his conclusions on FM vs. AM, for the amazing equations he sets up and for his discourse on what he terms the "marginal operator."

By BETH BLACK
Director of Media
Joseph Katz Co., New York

Do not agree with Hooper re money shows. This is question of whether stations should give audience what it wants or try to elevate public taste. I think money shows like the comics are what a lot of people want and I don't see why they shouldn't have them even if they create problems for research organizations.

By MURRAY CARPENTER
Director of Timebuying
Compton Adv., New York

The trouble with money giveaway shows is that when news of them gets around among women it becomes virtually impossible to get a co-incidental respondent to give an honest statement about the station she is listening to. The give-away shows tend to distort co-incidental ratings and thus they destroy the value of one of radio's most important measurement tools.

By WALTER J. DAMM
Manager of Radio
Journal Co., Milwaukee

Completely agree with Hooper regarding buying audience through money give-aways, etc. Have thought this from very beginning but like so many others that I thought were constructive ideas don't get anywhere. Most vociferously and completely disagree with his theories and thoughts on FM and television. General Motors don't give a Chevrolet away with every Cadillac they sell. As for general house cleaning that's okay with me, too.

By R. E. DUNVILLE
Vice-President
WLW-WSAI Cincinnati

We certainly concur with Hooper's comments on money reward programs in the March 6 issue of BROADCASTING although being opposed to the programs apparently is not sufficient to stamp them out. We firmly believe sound program structure is only means of securing honest audience on which an advertiser can base his return expectancy. WSAI currently running money man program after appealing to other Cincinnati stations for a year to stop.

Reason for running is not to secure synthetic audience in order to sell station, but to point out beyond a question of a doubt the fallacy of audience rating based on this type of operation. We expect to use superior audience ratings on WSAI to stamp out this type of operation rather than promote it. Figures should be available within next three or four weeks. Believe they will contain conclusive proof of the sound program type as the only method of successful broadcasting.

(*Continued on page 66*)

Hooper Ratings to Be Labeled If Station Gives Money Prizes

Continuous Requests of Broadcasters for Action Against 'Inflated' Ratings of Stations Is Heeded

TO ENABLE easy identification of programs offering prizes for listening, which offers result in inflated ratings for the programs, C. E. Hooper has announced that in the future the "Continuing Measurement of Radio Listening" reports of his organization will label all such program ratings with the statement: "Station gives money prizes to telephoned listeners."

To other policies, similarly designed to aid "in the correction of abuses in the buying and selling of station time," were also announced. One will eliminate the "share of audience" column from the rating pages of these reports, to prevent the misuse of these figures as program ratings. The other states that in cities where local station disputes might interfere with the availability of listening information to radio buyers, the service will be offered for subscription to advertisers and agencies.

A year ago, Mr. Hooper explained, stations in five major cities were making awards for listening to certain of their programs. Because these prizes were given in connection with telephone calls, it became necessary for Hooper interviewers to use a "lie eliminator" introduction, which has uniformly reduced the otherwise inflated ratings of the prize-giving stations, although it has not "served to eradicate fabrications completely."

Approached at that time by broadcasters who urged him to take a stand against this type of programming, Mr. Hoper maintained that this would only publicize it. Up to a few months ago he was explaining, to quote from an answer to one broadcaster: "Our job is still that of counting the tickets for radio. If radio itself opened the back door so that part of the audience can sneak in, it is up to the timebuyers and the other broadcasters to post the bouncers at the back entrance. We are not censor, sheriff or drill master in radio. We count the audience after it gets there. We don't query it on how it got in."

But this did not end it. The rebuttal from the broadcaster read: "We agree, of course, that your job

(*Continued on page 63*)

Senate Adds New Cuts to FCC Budget

Commission Work Is Defended by Chairman

BY BILL BAILEY

GROWING opposition in Congress to the FCC broke anew last week in both houses as the Senate Appropriations Committee cut an additional $509,000 from the Commission's 1945 fiscal year appropriation and the House Select Committee to Investigate the FCC resumed hearings Tuesday with Chairman James Lawrence Fly on the stand.

Meanwhile members of the NAB Legislative Committee were scheduled to meet again today (March 13) with Sen. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee and co-author of the White-Wheeler Bill (S-814) for further discussions on legislation. Preliminary conversations were held with Chairman Wheeler Feb. 28 and March 1.

Hearings to Resume

Over protests of Reps. Wigglesworth (R-Mass.) and Miller (R-Mo.) the House Committee resumed hearings in what had been termed by the minority members as an attempt to "whitewash" the Commission. Possibility loomed that if Mr. Fly Fails to confine his testimony to rebuttal of charges already made, other Committee members may join the minority in demanding postponement until a new general counsel is named to succeed Eugene L. Garey, resigned. Harry S. Barger, chief investigator and an attorney, is acting general counsel, assisted by Harvey Walker, investigator-attorney. Hearings will be resumed Tuesday (March 14) with Mr. Fly on the stand.

Last Tuesday Rep. Miller went on the floor of the House to criticize the majority for resuming hearings without general counsel and to read into the *Congressional Record* excerpts from testimony of David H. Deibler, FCC attorney, taken May 13, 1943, by members of the Committee's staff. Rep. Magnuson (D-Wash.), who addressed the House following Mr. Miller, pleaded that the investigation be confined to Committee chambers and that further grievances be kept from the floor (see page 18).

The Senate was scheduled to consider the amended Independent Offices Appropriations Bill (HR-4070) this week. If the Upper House sustains its Appropriations Committee, and such action was considered likely, then the FCC must operate for the year ending June 30, 1945, with $6,207,843, or $2,163,857 less than the 1945 budget request of President Roosevelt.

Affirmative Senate action sustaining the Committee recommendations, and concurrence by the House, would strip the FCC of virtually all wartime intelligence activities except monitoring in this country and territorial possessions. The Senate Committee went the House one better in slashing the requested appropriation. Although the House sustained its Appropriations Committee by cutting $1,654,857 from national defense activities, it did leave the request of $2,209,000 for normal functions untouched.

In addition to the House reduction, the Senate, Committee lopped off another $300,000 from national defense activities and $209,000 from what is termed peacetime operations. In its report the Senate Committee recommended that 27 new automobiles, asked by the Commission, be denied. Seven were taken from peacetime operations and 20 from national defense activities.

Economy Trend

Senate and House cuts combined would mean that a budget request for $6,146,000 for national defense activities would be reduced to $4,191,143, a cut of $1,954,857 for that work. Only item not changed by either House was one of $16,700 for printing and binding.

That the House would sustain the further cut by the Senate appeared likely in view of the general trend toward economy by Congress, plus belief in the House that the Joint Chiefs of Staff want military radio intelligence activities transferred from the FCC to the armed forces.

During hearings before the Senate Appropriations subcommittee, of which Sen. McKellar (D-Tenn.) is chairman, Mr. Fly remarked that there was "great misunderstanding" about the work of the Radio Intelligence Division and added: "That all stems from the Cox Committee." He was cautioned by Sen. McKellar to continue "without referring to any member of the other House".

In a tense atmosphere the House Committee heard Chairman Fly categorically deny all charges which had been levelled at the outset of the probe. He clashed frequently with Committee members and several times was cautioned to confine his remarks to rebuttal testimony.

Present at the first two days' hearings were Chairman Lea (D-Cal.) and Reps. Magnuson (D-Wash.), Wigglesworth and Miller. Rep. Hart (D-N. J.) attended the Thursday session, making a full committee. A score or more of FCC personnel sat through the hearings, with Charles R. Denny Jr., FCC general counsel, and Commissioner E. K. Jett, former chief engineer, frequently prompting Mr. Fly when he asked for detailed information relating to certain activities.

Included in the Commission delegation were Commissioners Case, Craven and Durr; Benedict P. Cottone, assistant general counsel in charge of common carriers; Peter Shuebruk, assistant to the general counsel; Nathan Miller and Harold Cohen of the law department; Philip Siling, assistant chief engineer in charge of broadcasting; George E. Sterling, assistant chief engineer in charge of Radio Intelligence Division, Dr. Robert D. Leigh, chief of the Foreign Broadcast Intelligence Service, and Earl Minderman, publicity director.

Developments through testimony of Mr. Fly and cross-examination by all Committee members as well as counsel included these: Assertions by both Chairman Lea and Rep. Hart that the Commission would not dictate procedure in the investigation; repeated clashes between Mr. Fly and the Committee, particularly Rep. Miller.

Twice Mr. Miller accused Mr. Fly of attempting to "make a speech". Although instructed by Chairman Lea to confine his testimony to a preliminary statement and rebuttal to specific charges, Mr. Fly succeeded in getting into the record considerable testimony as to the Commission's activities in the common carrier field, not yet touched upon by the Committee probe.

Pearl Harbor Charge

Mr. Fly vigorously denied that he or the FCC had anything to do with Pearl Harbor and branded the charge as "ridiculous". He referred to a letter written by Chairman Vinson (D-Ga.) of the House Naval Affairs Committee to President Roosevelt as "hog-wash" and was warned by Rep. Hart not to "impugn" members of Congress.

Several times during the hearings Mr. Fly referred to charges levelled by Mr. Garey as "flights of fancy" and "ridiculous". He denied he had blocked legislation to permit wire-tapping and that the Commission had refused to turn over to the FBI fingerprints of some 200,000 radio operators and communications employes until six months after the U. S. entered the war. Under cross-examination, the FCC chairman declared the responsibility for Pearl Harbor belonged to the armed services and the FBI.

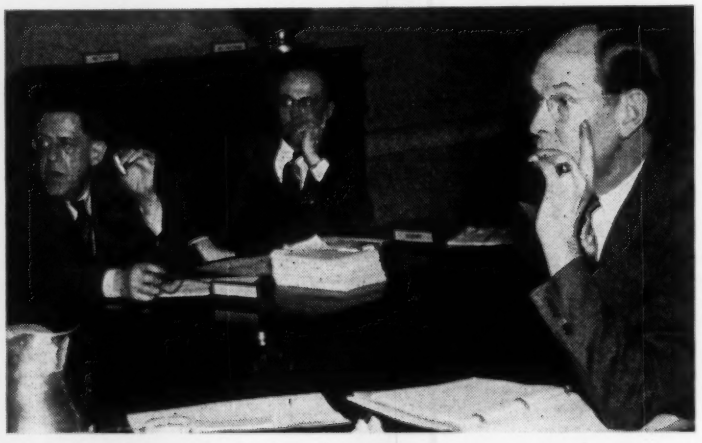
On international communications (a subject so far not covered by the Committee) Mr. Fly said the British have discriminated against American news services, have created a "London bottleneck" and that the only solution to international communications problems lies in (1) unified carrier and (2) international agreements.

When Chairman Lea called the hearing to order, Rep. Wigglesworth protested on behalf of Rep. Miller and himself "against this unusual and unwarranted procedure about to be followed in this investigation". Declaring the Committee's staff had been reduced from a peak of 19 to 4 through resignations, he said:

"As soon as Mr. Garey resigned and it was evident that the Committee was hopelessly handicapped in proceeding with further hearings or the investigation of the FCC, Mr. Fly demanded a prompt hearing and intimated that any present lack of legal personnel for the Committee might be compensated for by the fact that the staff of the FCC would 'carefully organize material to be presented'.

"This demand by Mr. Fly to be heard immediately is in striking

(Continued on page 54)



TAKING THE STAND before the House Select Committee to Investigate the FCC categorically to deny 24 charges made against the Commission, Chairman James Lawrence Fly (r) and Committee counsel listened attentively as Committee Chairman Lea declared there would be a thorough investigation. Extreme left is Harry S. Barger, chief investigator and acting general counsel (l) and Harvey Walker, investigator-attorney, only two staff members remaining, except two stenographers.

MIDNIGHT TO DAWN

It may sound like a strange time to look for a BIG radio audience. But not in Baltimore. A good sized segment of wartime Baltimore is up and around then looking for good radio entertainment. And they find it in the W-I-T-H "Night Owl Club." It's daytime stuff after midnight. And they love it. Club membership cards, news . . . music and live talk . . . give them just what they want. It's typical W-I-T-H programming. Giving folks what they want when they want it. That's why you get sales at lowest-cost-per-dollar spent on W-I-T-H. Time is available on "Night Owl Club." Better look into it, those folks have money to spend.

ON THE AIR 24 HOURS
A DAY—7 DAYS A WEEK

W-I-T-H

THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, *President*
Represented Nationally by Headley-Reed

Let the Broadcaster Speak His Mind!

Secret Referendum of Industry Urged To Solve Critical Problems

By LES C. JOHNSON
Vice-President and General Manager, WHBF Rock Island, Ill.

I READ with great interest Ed Craney's article in BROADCASTING of Feb. 28. Every broadcaster should have read it carefully and then done some serious thinking, because Mr. Craney's ideas are thought provoking, to say the least.

It is to be regretted that Mr. Craney again reviewed the Neville Miller matter, the pros and cons of which only stir up controversy, when, as never before, the industry need is for union and aggressive, cooperative and constructive effort in behalf of America's independent broadcasters. I say 'independent broadcasters' advisedly, because I submit that upon their welfare, strength and public relations policies depends the welfare of the networks. For, in the final analysis, a network is only as strong as its affiliates.

It Seems Unfair

As one member of the NAB board I must refute the impression which Mr. Craney, in his article, leaves with the reader relative to the board's action in electing J. Harold Ryan to succeed Mr. Miller. Mr. Craney, while apparently favorable himself to the change, implies that the board, innocently or otherwise, was doing the bidding of the networks, who, Mr. Craney says, were determined to oust Mr. Miller.

If true this certainly does not reflect favorably on the board. To me it seems unfair. Some of the board may be pro-network, and honestly so. I do not know. But that is their right. And there can be no question of the influence and prestige of the network members of the board.

But at no time have I been influenced by the networks in my voting on NAB matters. In fairness to the networks I want to state, further, that at no time has any pressure been exerted by the networks or their representatives on me to secure my vote for or against any question before the board. Yet, in the first meeting I attended on the Miller matter, the vote was so close that one vote proved the deciding margin.

I have faith in, and respect for, my fellow members of the NAB board. They are, in my opinion, good businessmen, good broadcasters, and men of integrity. I do not think they could be influenced to act in any way other than what they consider to be for the best interests of the radio industry.

There are conflicting opinions among them, of course, on this point of what is best for the radio industry. I believe they are honest differences. This, to me, is a healthy condition.

Neville Miller is a fighter. In all the meetings of the board I have attended (and I have not missed a meeting since my election a year ago) I have never heard him charge the networks with trying to oust him. If there was, as Mr. Craney suggests, a network conspiracy to run him out of office, Mr. Miller had only to say so.

The slightest evidence in substantiation would have been the surest way for him to have been re-elected, because I am certain the board would have instantly and vigorously repudiated such effort by the networks. In fact it is my opinion Mr. Miller might have builded more securely if he had from the start vigorously fought for an independent, non-network NAB, which is what the independent broadcasters eventually must have for unity.

A New Leader

The nets may have been against Miller's reelection but in the honest division of opinion on the board I am sure the deciding votes were cast by directors holding the view that new and practical leadership, without factionalities and enmities, was the first step to be taken in bringing about a truly representative and democratic trade body under the NAB banner.

Mr. Miller is a gentleman, and gave, in my opinion, honest, conscientious and untiring effort to NAB and the industry. His service has been exceedingly valuable. On the other hand, radio did not treat him shabbily. He was very well paid, was retained in office for nearly six years, and leaves NAB with the respect and sincere well wishes of the industry.

Now a new leader (J. Harold Ryan) takes over. Let us not indulge in futile recrimminations. We have no time for finger pointing. Let's get going constructively. If that is Mr. Craney's appeal, and I believe it is, I am with him.

I believe with Mr. Craney that the nets should be out of NAB. It is foolish to assume that any one who contributes nearly 50% of the funds by which an organization operates is not going to have a full and powerful "say" in the actions and policies of that organization. In fact, we might fairly go so far as to say they SHOULD have this privilege by virtue of their heavy financial contribution. They naturally are going to reflect, as strongly as possible, their interests and viewpoint in the formation and promulgation of NAB policy. It never has been, is not now, nor ever will be any different so long as the situation remains as it.

MR. JOHNSON

This is no reflection upon the integrity, ability, or independence of NAB board members. Most of them are far removed from Washington. They are not, and cannot be, in the "know" on many of the under-currents and cross-currents back-of-the-scenes. They are practical broadcasters and must spend most of their time at home at their own businesses. They must depend on the NAB Washington office for leadership, information and counsel.

With the nets in their present dominating position by reason of their heavy financial support, the difficulties of any NAB president in perhaps opposing their interests are many and readily apparent. Without the networks his very job may be at stake. It just isn't human nature to oppose your biggest financial supporter unless the issue is so vital that material considerations are forgotten. This seldom, if ever, is permitted to happen.

We must remember the networks are powerful, have plenty of money, and are led by smart, capable men. Looking at the picture from their side of the table, it isn't good business to permit the independent broadcasters to form a strong organization. Not that they fear broadcaster effort to break up the networks, because we all agree the nets have, in the main, done a great job and are essentially and vitally a part of our industry operations as we now see them.

But a strong independent broadcaster organization might be a little hard to handle on certain operating practices which many independent broadcasters feel have unduly favored the networks. That's only logical from the network side—nothing dishonest or illegitimate about it—just American business as it is transacted every day in many fields. "Protect your own interests at all times!" That's the dictum. We can't blame the nets for pursuing that policy. We can only blame ourselves (the independent broadcasters) for not doing likewise.

Must Be Organized

The key is organization. So long as we are disunited or at loggerheads with each other, the nets or the FCC or Congress need not be concerned whether we like or do not like what they may be doing to us.

Broadcasters could not, of course, be denied their organization. But we can be kept from having an independently strong, powerful organization. The old political adage, "if you can't beat 'em, 'jine' 'em!" showed the way for the networks. They know their "ante" is of such size as to entitle them to be listened to with deference and respect. And playing their cards smartly, as the nets do, that influence is great, if not actually dominating.

Speaking of the "fear" so widely discussed as being held by broadcasters toward the FCC and which Mr. Craney mentions, there is just as real a fear of the networks. In fact some are reluctant to speak their mind in opposition to network policy for fear of jeopardizing their position, standing, and pos-

(*Continued on page 62*)

"IF WE ARE going to build the proper confidence in NAB we must make the organization conform to what the majority of the broadcasters want it to be." So stated Les C. Johnson, in submitting this article as a sequel to that by Ed Craney, general manager of Z-Bar Network and ex-officio clerk of the Senate Interstate Commerce Committee [Broadcasting, Feb. 28], Mr. Johnson, a veteran of a quarter-century in news, advertising and radio, is a member of the NAB board and has been operating head of WHBF, MBS regional outlet, since 1939. The preceding 20 years he was on the *Rock Island Argus*, affiliated with the station, and was advertising manager of the *Argus*.

OPPORTUNITY KNOCKS LOUDER *in Knoxville!*

TAKE ADVANTAGE OF THE SALES OPPORTUNITY OF THE DECADE! SELL IN THE WROL MARKET, AMERICA'S NEW BUSINESS FRONTIER!

KNOXVILLE

★ Now a city of more than 200,000 ★ Is America's BUSIEST city, ranks FIRST in Sales Management's High Spot City forecast for April with city Index of 153.0 ★ Its giant industries absorbed more than 7,000 new workers in January alone ★ Home of TVA, which employs more than 24,000 people ★ Metropolitan area includes ALCOA and other big industries ★ Has highest percentage radio homes and white population of any Tennessee city ★ Listens to WROL without outside competition (outside listening limited to 0.1% day and 0.8% night).

WROL

★ Operates on East Tennessee's BEST frequency, 620 kc., serving 70 counties ★ Carries full schedule NBC commercials in 7th year NBC affiliation ★ Backs up advertisers with effective merchandising ★ Performance and popularity based on 15 years under same management ★ Finest studios and transmission facilities.

★ Here is a perfect station-market combination . . . the ideal sales opportunity for your products today. Ask a John Blair man about Knoxville and WROL!

WROL *Knoxville*

NBC FOR EAST TENNESSEE

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

FCC Study of 5000-20000 Watt Stations Shows Revenue Up

$300,000 Average Net Time Sales for 1943 Shown In Report on Regional Outlet Business

REGIONAL stations in the power category from 5,000 w to 20,000 w day or night had average individual *net time sales* of approximately $300,000 during 1943, the FCC disclosed in an analysis last week prepared by its accounting department. The increase was at the rate of 21.8% over 1942. The analysis, second of a series to cover all classes of stations, was based on revenue reports for the last calendar year filed by 171 of the 221 stations in the 5,000 to 20,000 w power categories. They had an aggregate business of $51,207,000 as against $42,051,000 for the same stations in 1942.

Net time sales are described by the FCC as station receipts minus regular advertising agency, station representative and other commissions. The first analysis [BROADCASTING, Feb. 28] covered the nation's 52 stations operating with 50,000 w on clear or duplicated clear channels, indicating net time sales of approximately $1,000,000 for each station.

In the 5,000 w to 20,000 w study, the accounting department was guided entirely by the highest power used, whether daytime or nighttime, rather than station classification as regional or high-power regional. Following is the text of the study:

During the year 1943 there were 221 standard broadcast stations operating with power of 5 to 20 kw. One of these stations was located in Alaska, 1 in Hawaii, 4 in Puerto Rico, 2 in the District of Columbia, and 213 were in 45 of the States. There are no stations operating with this power in the States of Nevada, Vermont, and Wyoming. Included in the 211 stations are 15 non-commercial stations. There also were 6 outstanding construction permits. Forty of these stations operate on clear channel frequencies and 181 on regional frequencies, and may be grouped as follows:

Number of Stations	*Power*	*Time*
1	20 kw	Limited
9	10 kw	Unlimited
1	10 kw	Limited
1	7½ kw	Unlimited
1	5 kw-N—10 kw-D	Unlimited
1	1 kw-N—10 kw-D	Unlimited
154	5 kw	Unlimited
3	5 kw	Limited
10	5 kw	Daytime
37	1 kw-N—5 kw-D	Unlimited
2	500 watts-N—5 kw-D	Unlimited
1	100 watts-N—5 kw-D	Unlimited

One hundred and seventy-one of these stations have filed revenue reports for the year ended December 31, 1943, reporting "net time sales" amounting to $51,207,000, and the same stations reported $42,051,000 for the year 1942, an increase of $9,156,000 or 21.8%.

Five of the 171 stations showed a decrease in net time sales and the remaining 166 showed increases ranging from $1,000 to $182,000, and may be grouped as follows:

5 stations reporting decreases of $1,000 to $56,000
37 stations reporting increases of $1,000 to $25,0000
49 stations reporting increases of $25,000 to $50,000
43 stations reporting increases of $50,000 to $75,000
19 stations reporting increases of $75,000 to $100,000
18 stations reporting increases of $100,000 to $182,000

One hundred and fifty-six of the 206 commercial stations serve as outlets for the four major networks as follows:

Blue	32 stations
Blue and Mutual	6 stations
Blue and National	2 stations
Columbia	49 stations
Columbia and Mutual	2 stations
Mutual	20 stations
National	45 stations
Total	156 stations

Iowa Farm Editor

POSITION of farm editor of Cowles stations KSO KRNT Des Moines has been filled by Joe Ryan who came to Des Moines from Milwaukee where he was doing special assignments for the *Milwaukee Sentinel* and previously acted as Chief of Information for the War Food Administration for 12 states with Milwaukee as headquarters. Iowa is Mr. Ryan's home state where he attended school and worked on the *Sioux City Journal* for ten years. He also held state jobs in South Dakota.

Mr. Ryan

GI DATE SERVICE
Army Radio Brightens Time for Wounded

ONE LISTENER is the main reason for a program, *Yank About Town*, put on by the American Expeditionary Services network in the Mediterranean Theatre. Though thousands hear the show, a hospitalized soldier just returned from combat is its spotlighted listener. The announcer reads the name of a wounded soldier selected by the Red Cross, and dedicates the program to him.

First portion of *Yank About Town* features music by the soldier talent and comedy skits about the tribulations of Pvt. Elmer Doogel. Then comes the big moment, the "date with a WAC". "And now, right at this minute," says the announcer, "Miss Brown is entering your room. Pvt. Smith, meet WAC Pvt. Brown, who, since you cannot come for her has come to be your 'date' for the evening." The WAC enters the hospital and goes to the soldier's bed with fruit, candy and cigarettes. Morale climbs in leaps and bounds.

KTHS Owner to Assume Management of Station

TO DEVOTE his full time to KTHS Hot Springs, of which he is part owner, John C. McCormack will leave his post as general manager of KWKH and KTBS Shreveport, May 1, it was announced last week. John D. Ewing, Shreveport publisher and owner of the two stations, has not announced Mr. McCormack's successor, though the post probably will be filled by promotion within the organization.

Mr. McCormack, operator of KTBS since 1931 and manager of that station and of KWKH since 1935, is president and general manager of KTHS. He holds a 20% interest in the station, a I-B outlet, now operating on 1090 kc. under special authorization with 10,000 w local sunset and 1,000 w night. It is a Blue Network outlet.

THESE YOUNG ART STUDENTS came out on top in the art contest of WOR New York for the best painting on the subject of broadcasting. Betty Stephanidis (right), 22, won First Prize for a water color wash "Playhouse Performance". To 19-year old Stanley Dershwitz, center, went a second prize for his oil painting, "To Radio Maintenance Men" (picture shown at left). For her humorous interpretation of what might happen should members of an enthusiastic participating audience get hold of a microphone, Jessica V. Zemsky, 21, (left) received the third prize. These and other paintings entered in the contest including the fanciful "Television" hanging at the right went on public view at the Advertising Club of New York last week.

KMPC Will Move To Hollywood Site

Station Will Continue Using Los Angeles Identification

EXPANDING operations and with increased personnel, KMPC, owned and operated by G. A. (Dick) Richards, and for 17 years located in Beverly Hills, Cal., moves March 19 to 5939 Sunset Blvd., Hollywood. The one-story building, which formerly served as CBS western division headquarters, was purchased from the network in November.

Its most recent occupant was Columbia Pictures Corp. RCA equipped throughout, the structure has been remodeled to accommodate five studios and 21 offices. KMPC operating on 710 kc. with 10,000 w, at present is located at 9631 Wilshire Blvd. Additional remodeling is planned with the war's end.

Better Facilities

Shift to Hollywood allows for more adequate facilities for the production, merchandising, promotion, sales and other departments, Mr. Richards said in announcing occupancy date of the new building. He stated that WGAR Cleveland and WJR Detroit, will also have quarters in the Hollywood building. They will adjoin executive offices occupied by Mr. Richards and his executive assistant, Eugene Carr, as well as those of Robert O. Reynolds, manager of KMPC.

"In addition to a new staff orchestra we are going in for extensive live production, using much name talent as well as new discoveries," Mr. Reynolds said. Although located in Hollywood's "radio row", KMPC will be identified as a Los Angeles station.

WOLF to MBS

WOLF SYRACUSE, which has carried Mutual programs from time to time, on May 1 becomes a full-time MBS outlet under the new standard affiliation contract. Station is operated by Civic Broadcasting Corp. with 250 watts on 1490 kc. On the same date Mutual discontinues parttime service to WAGE Syracuse, which it shared with the Blue Network. Operating with 1,000 watts on 620 kc, by WAGE Inc., the latter station becomes a fulltime Blue outlet.

Old Gold Change

MONTY WOOLLEY, featured star on the CBS program for P. Lorillard Co. (Old Gold cigarettes), was dropped from the program after his March 1 broadcast. Sammy Kaye's orchestra, which continues, is now featured. Mr. Kaye will go on tour at the end of this month, with an unnamed orchestra substituting. Agency is J. Walter Thompson Co., New York.

SENATOR Burton K. Wheeler (D-Mont.) was to be *World Front* guest observer for WLW Cincinnati on Mar. 12.

national network originations make WXYZ a great station!

Harry M. Wismer

Originating a majority of his nightly coast-to-coast sports reviews from alma mater—WXYZ—Blue network sports director HARRY WISMER recently was acclaimed by SPORTING NEWS "Number-One Sports Announcer of 1943". His play-by-play of thirty football games last year established a new record in radio history!

Reconversion Far Off, Nelson Tells Advertisers, Media Men

Expansion of Civilian Production Will Be Gradual, He Warns Conference Called by OWI and WAC

WARNING that the period of reconversion is still a long way off, Chairman Donald M. Nelson of the War Production Board last week called upon 200 of the nation's most prominent advertisers, agencies and media representatives to stay on the "war beam" and exert their influence in the difficult task of maintaining the economic balance.

"Efforts to beat the gun on the return to civilian business will be unavailing," Mr. Nelson cautioned. "Their only result will be to slow up war production. No business concern needs to become agitated now about its position on the unknown day when Germany will surrender."

The WPB chairman was one of a dozen high Government officials who spoke at a one-day conference in Washington sponsored jointly by the OWI and the War Advertising Council to present military production information important in determining advertising and public informational policies. All sessions of the meeting were off-the-record but WPB released the address of Mr. Nelson and also a letter he wrote to Sen. Maloney (D-Conn.) on policies governing resumption of civilian production.

Meet With President

Among those attending the conference were executives of networks, stations, agencies, newspapers and magazines. Representatives of most of the largest national advertisers were present. Highlighting the conference was a meeting with the President.

In addition to Mr. Nelson, the delegation was addressed by Under-Secretary of War Patterson, Under-Secretary of the Navy Forrestal, Gen. H. H. Arnold of the Army Air Forces, Maj. Gen. W. D. Styer of the Army Service Forces, Col. Warren J. Clear of the Army General Staff, Vice Admiral John S. McCain of Naval Air Operations, Rear Admiral L. D. McCormick, Maj. Gen. DeWitt Peck of the Marine Corps, Vice Chairman Charles E. Wilson of WPB, and Harold B. Thomas of the WAC.

Time For Readjustment

Underlining the theme that any expansion of civilian economy must be very gradual, Mr. Nelson asserted that "It is against the national interest for business concerns to begin jockeying for competitive postwar position.

"The nation cannot now afford to have the minds which run American business swing away from urgent war problems to postwar markets, any more than it can afford to have workers leave war jobs in order to look for jobs in the civilian economy," he said.

Mr. Nelson estimated that it would be as much as six or eight months after the Nazi collapse before there could be any large-scale resumption of civilian output. Every concern with a readjustment problem, he said, will have time to take steps to insure its peacetime position.

Expressing confidence that the country is better prepared than ever in its history to deal with the problems of the future, Mr. Nelson told the conference that "it is entirely possible that by exerting a constructive influence on public opinion at this time you can set the tone of the entire generation of American life that lies ahead."

Order of Importance

In his letter to Sen. Maloney, the WPB chairman stated that production of civilian goods will be resumed in the order of their importance as the supply of manpower and materials and the military outlook permit. He added that it would be a physical impossibility to allow all manufacturers in an industry to resume production at the same time, explaining that if a producer in a non-critical manpower area can be given materials to resume production of needed civilian goods it would be in the public interest that this be done without waiting until another concern in a critical area is permitted to resume.

Regarding WPB policy with respect to new industries, Mr. Nelson expressed the view that controls should be relaxed whenever they cease to be necessary to war production. Restriction on "new" companies planning to enter an industry for the first time, he said, will undoubtedly be needed until parts and materials are in "easy supply."

He disclosed that the military services consult with the WPB in determining the advisability of cutbacks, but the final decision rests with the military. The agencies collaborate in determining where the cutback is made, he said, with manpower the principal factor.

Attending the session were:

James S. Adams, Standard Brands; T. C. Allen, Time Incorporated; James T. Aubrey, Aubrey, Moore & Wallace; Clifford M. Baker, Lamont Corliss & Co.; Amos Ball, Standard Oil Co. (Indiana); John Ballantyne, Philco Corp.; Charles A. Baker Jr., Lockheed Aircraft Co.; C. S. Beardsley, E. H. Beardsley, Miles Labs. Inc.

Don Belding, Foote, Cone & Belding; Allen Billingsley, Fuller & Smith & Ross; Milton H. Biow, Biow Co. Inc.; L. G. Blumenschine, Best Foods, Inc.; Kenneth A. Bonham, Emerson Drug Co.; Merrill H. Boynton, Curtis Publishing Co.; Albert Bradley, General Motors Corp.; Frank Braucher, Periodical Publishers Assn.;

Edgar N. Brawner, National Dairy Products Corp.; C. S. Bridges, Libby, McNeil & Libby; Mason Britton, McGraw-Hill Publishing Co.; John Young Brown, D'Arcy Advertising Co.; William S. Brown, Canada Dry Ginger Ale Inc.; T. S. Buchanan, Buchanan & Co.; A. O. Buckingham, Cluett Peabody & Co., Inc.; H. A. Bullis, General Mills Inc.; Leo Burnett, Leo Burnett Co. Inc; Francis W. Callery, Consolidated-Vultee Aircraft Co.; Ward M. Canaday, Willys-Overland Motors Inc.; Honorable Joseph Casey; Thomas W. Casey, Schenley Distillers Corp.; W. G. Chandler, Scripps-Howard Newspapers; George Christopher, Packard Motor Car Co.; Richard Compton, Compton Advertising Inc.; Fairfax M. Cone, Foote, Cone & Belding;

George H. Coppers, National Biscuit Co.; Ralph J. Cordiner, General Electric Co.; John C. Cornelius, Batten, Barton, Durstine & Osborn Inc.; Emmett Corrigan, Albert Frank-Guenther Law Inc.; E. A. Cudahy, Cudahy Packing Co.; H. M. Dancer,

(*Continued on page 20*)

Details of WMCA Transfer Are Revealed in House Debate

CARRYING out previous threats, Rep. Louis E. Miller (R-Mo.), minority member of the House Select Committee to Investigate the FCC, last Tuesday on the floor of the House read into the *Congressional Record* excerpts from a statement allegedly given the Committee staff last May 13 by David H. Deibler of the FCC Law Dept. in the 1940 sale of WMCA by Donald Flamm to Edward J. Noble.

He was followed by Rep. Warren G. Magnuson (D-Wash.), who pleaded that controversy between the majority and minority members be kept within the Committee and not aired in the House. "We have other matters that are more important than threshing out Committee hearings on the floor of this House," said Rep. Magnuson.

When the majority members voted Feb. 16 to postpone hearings into the WMCA sale after Mr. Flamm had testified for two days, the minority members, Reps. Miller and Richard B. Wigglesworth (R-Mass.) indicated they would resign and read into the *Congressional Record* statements given the staff during investigations last spring. Later, it was learned, they decided to remain with the Committee.

Rep. Miller told his colleagues that the investigation has disclosed "glaring instances of abuse by the FCC of its powers to reward political friends and punish its political enemies; of the resort to reprisals against individuals who attempted to challenge its asserted powers; instances of terrorization by the Commission of the radio industry by placing it in an unremitting state of fear, thereby causing acquiescence in

(*Continued on page 61*)

KOMO-KJR Seek Relief on Duopoly

Alternative Proposals Are Offered by Seattle Outlets

A FOUR-PRAYER petition seeking relief from the FCC "duopoly" order was filed with the FCC last Thursday by Fisher's Blend Station Inc., licensee of KOMO and KJR Seattle.

The petition, filed after O. D. Fisher, president, and Birt F. Fisher, secretary and general manager, had conferred with members of the Commission, set forth four alternative proposals: (1) that order 84-A, scheduled to become effective May 31, be postponed indefinitely; (2) in the event that is not done, that the Commission determine the rule is inapplicable to the stations; (3) that should neither action be taken, the stations be given extensions to permit "the orderly disposition of properties"; (4) if these requests are denied, that the renewal applications of the stations be set down for hearing.

Freeze Halted Boost

The petition, filed through the law offices of Fisher & Wayland, brought out that KOMO has been operated by Fisher's Blend since 1927 and that KJR was taken over under lease in 1932, but was purchased for $75,000 in 1941 with the Commission's approval. KJR had operated at a loss over several years of more than $350,000, it was brought out, and an expenditure of a quarter-million dollars is contemplated to increase the station's power to 50,000 w on 1000 kc. as a 1-B outlet under the Havana Treaty. The wartime freeze forced this project into abeyance.

The petition brought out that the two stations use the same antenna, studio facilities and personnel. Duplicate facilities are unavailable and the employment of necessary additional personnel to operate two independent stations would involve "an unnecessary waste of manpower" even if procurable.

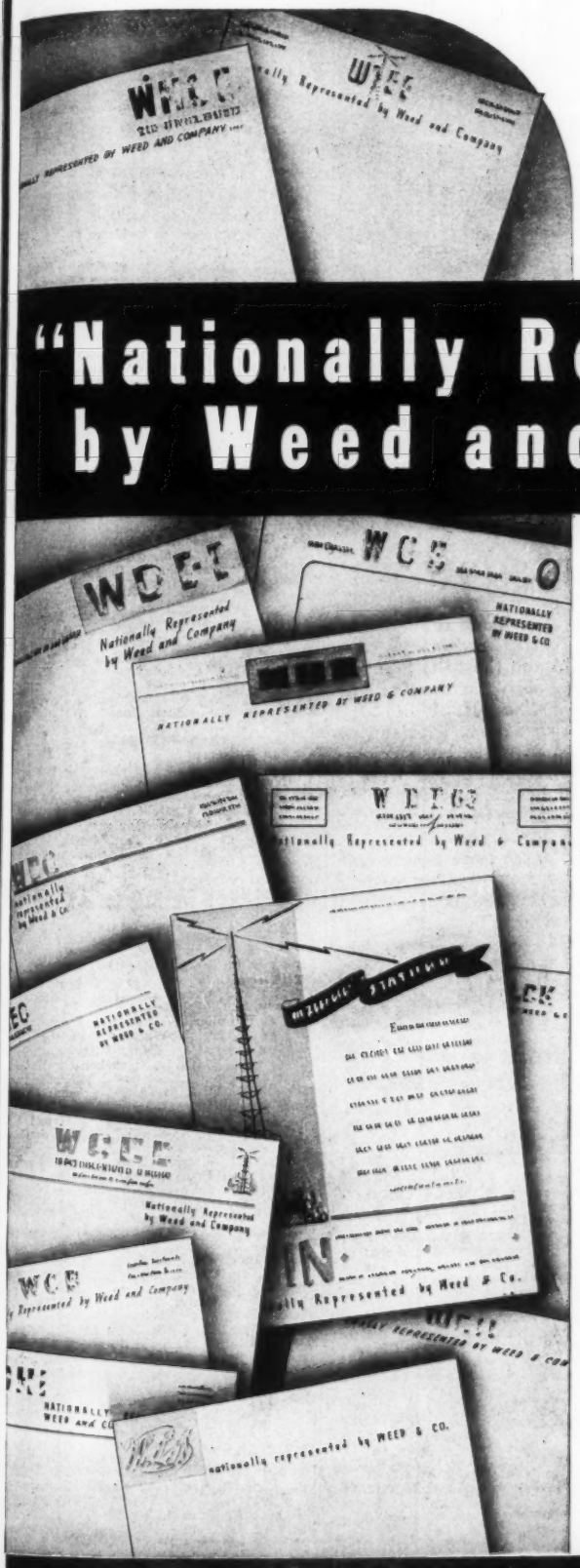
The petition held that indefinite postponement of the effective date of the rule would not cause an injustice or in way affect the listening public.

Cosmetic Change

COLONIAL DAMES Inc., Los Angeles (cosmetics), with an expansion of station schedule on March 12 replaced its weekly five-minute newscast on CBS Pacific stations with *Song of the Week* on 12 western stations, Sunday, 8:25-8:30 p.m. (PWT). List includes KNX KQW KARM KROY KOIN KIBO KFPY KGDM KOY KTUC KGVO KFBB. Jennison Parker is producer for Glasser-Gailey Co., Los Angeles.

Pfc. McGowan Decorated

PFC FRANK J. McGOWAN JR., formerly on the auditing staff of CBS has been awarded the Soldier's medal for heroism displayed while on active duty at Port Empedocle, Sicily, Oct. 11.



"Nationally Represented by Weed and Company"

Stations whose letterheads and advertisments carry this line know that every word in it counts . . . Coast-to-coast offices . . . Continuous, regular visits to advertisers and their agencies . . . The years of production experience the Weeds themselves have had . . . And able, ample staffs at each office . . . These make *"Nationally Represented* by *Weed* and *Company"* mean more sales for sales-able stations.

Slogan for stations: "Weed 'em and *reap!*"

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

Third NAB District Ends 1944 Meetings

All Phases of Radio Discussed In Two Day Pittsburgh Session

WINDING UP the 1944 cycle of NAB district meetings, the 3d district session in Pittsburgh March 6 and 7 covered the whole roster of current radio problems and adopted resolutions urging all-out support of the NAB under its new leadership.

After praising Neville Miller for his six years of faithful service, the 50 broadcasters in attendance pledged their support to J. Harold Ryan, president-elect. The meeting was presided over by Roy Thompson, WFBG Altoona, 3d district director. Among other resolutions adopted was one condemning the Cannon-Mills newspaper subsidy bill and expressing opposition to Government purchase of either space or time for promotion of the war effort.

War Essentiality

Patrick Fagan, Pittsburgh area director of War Manpower Commission, discussed broadcasting as an essential operation by virtue of its inclusion in the WMC list and index of essential activities. C. E. Arney Jr., acting managing director, warned broadcasters that they must not rely on definitions alone but should document every application placed with local Selective Service boards with facts pertinent to the essentiality of radio as a whole and to the case at hand.

As at other district meetings, Carl Haverlin, BMI vice-president, urged greater and more diligent use of BMI music. NBC Thesaurus, RCA Recording and Columbia Recording were commended for their stand against the AFM demands and the War Labor Board was urged to reject the "private WPA" principle.

Other speakers included William Parsons, NBC Thesaurus; Milt Blink, Standard Radio; C. O. Langlois, Langworth Recordings; Leonard Callahan, SESAC; Thomas B. Price, WWSW Pittsburgh, chairman of the sales managers district committee; Ward Dorrell, of C. E. Hooper; George Coleman, WGBI Scranton, district public relations chairman; Willard D. Egolf, NAB assistant to the president; Ted Kinney, KDKA Pittsburgh, district engineering chairman; Frank R. Smith, manager of WWSW, who handled a question-answer period on FM and television; and S. Broughton Tall, OWI regional director.

Following adjournment of the district meeting, the Pennsylvania Assn. of Broadcasters held a brief session. Mr. Thompson is president and serves another year. Leonard Kapner, WCAE Pittsburgh, was elected vice-president.

The registration follows:

J. Gorman Walsh, WDEL; Roy F. Thompson, WFBG; C. G. Moss, WKBO; J. C. Tully, WJAC; Clair R. McCollough, WGAL; Thos. W. Metzger, WMRF; Edward Kroen, WKPA; Thos. L. Aye Jr., WKPA; Joseph E. Baudino, KDKA; T. C. Kenny, KDKA;

R. E. White, John F. McMahon, Harry Barnett, Frank R. Webb, KDKA; J. Robert Gulick, WGAL; G. S. Wasser, KQV-WJAS; Leonard Kapner, R. Clifton Daniel, WCAE;

Frank R. Smith, Tom Price, WWSW; Clifford M. Chafey, WEEU; Raymond Gaul, WRAW; George D. Coleman, WGBI; Hal Seville, WJEJ; A. C. Baltimore, WBRE; J. J. Laux, John M. Croft, John L. Merdian, WJPA; Leo Ryder, WCED; Van Persons, George E. Joy, Wright E. Mackey, WRAK, Williamsport, Pa.; Milton Blink, Alex Sherwood, Standard Radio; J. B. Tall, OWI; C. E. Arney, Jr., NAB; Leonard D. Callahan, SESAC; Willard Egolf, NAB; Roy L. Harlow, BMI; Willis Parsons, Wade Barnes, NBC; Paul Karnes, George Field, David R. Williams, Chet Young, Associated Press; Loren L. Watson, Spot Sales; Cy Langlois, Langworth; Ross Downing, United Press; Carl Haverlin, BMI; Wm. A. Schudt, CBS; Miss Marian A. Guidera, Ward Dorrell, C. E. Hooper; J. C. Burwell, WMBS.

TALKING OVER PLANS for *Stand by Aircraft*, station-to-factory news program piped into the Goodyear Aircraft Corp.'s plant over WDAC Akron, are C. S. Williams, announcer, Allen T. Simmons, owner of WDAC, and Bob Wilson, station manager. *Stand by Aircraft* is the call heard by workers who hear the 30 seconds newscast four times daily over 650 speakers throughout the plant. Talks by President Roosevelt, music and World Series scores boost workers' morale, stimulate production.

Arizona Pub. Co. Stations Sales Ascribed to FCC 'Antagonism'

THE ARIZONA Publishing Co. proposes to sell its controlling interest in KTAR Phoenix, and KVOA Tucson, together with the minority interests in KYCA Prescott, and KYUM Yuma, "because of the apparent antagonism of the Federal government and the Federal Communications Commission toward newspaper ownership of radio stations."

That was the statement contained in the formal application for sale of these interests to John J. Louis, vice-president of Needham, Louis & Brorby, filed last Thursday with the FCC over the signature of W. W. Knorpp, president and publisher of the *Arizona Republic* and *Phoenix Gazette*. The sale price of $375,000 covers acquisition of 77% of KTAR and KVOA, 45% of KYUM [BROADCASTING, Feb. 21].

A recapitulation of the technical equipment covered in the transaction shows an original cost of approximately $64,000 and a replacement cost of approximately $80,000. The grand total of equipment and property shows an original cost of $111,000 and a replacement cost of about $142,000.

When announcement of the sale, subject to FCC approval, was made last month, Charles A. Stauffer, chairman of the board of Arizona Publishing Co., made reference to the "apparent antagonism" of the Government and the FCC to newspaper ownership. He then added:

"Even Wallace H. White Jr., Senator from Maine, a friend of newspaper and radio, has suggested that the freedom of the press is endangered by common ownership of the two, saying in effect that the greater the investment of newspapers in radio, the more subservient to the government the newspapers may become because radio operates under government license."

OWI-WAC Session

(*Continued from page 18*)

Dancer, Fitzgerald, Sample; Edward A. Darr, R. J. Reynolds Tobacco Co.; Franklin D'Olier, Prudential Insurance Co. of America; Edward C. Donnelly Jr., John Donnelly & Sons; R. B. Donnelly, McCann-Erickson Inc.;

Paul H. Douglas, Bourgois, Inc.; Monroe F. Dreher, Monroe F. Dreher Inc.; Orrin E. Dunlap Jr., Radio Corp. of America; W. H. Eaton, American Home; J. H. S. Ellis, Arthur Kudner Inc.; Sherman K. Ellis & Co. Inc.; Mark F. Ethridge, Courier-Journal & Times; H. T. Ewald, Campbell-Ewald Company Inc.; Charles B. Field, Curtis Publishing Co.;

H. L. Fisher, Rickard & Company Inc.; H. E. Fisk, Outdoor Advertising Assn. of America; Emerson Foote, Foote, Cone & Belding; Clarence Francis, General Foods Sales Co. Inc.; Alexander Fraser, Shell Oil Co. Inc.; Talbot Freeman, Pepsi-Cola Co.; E. S. Friendly, New York Sun; Jack Frye, T. W. A.; Walter D. Fuller, Curtis Publishing Co.; Kerwin Fulton, Outdoor Adv. Inc.; F. R. Gamble, American Assn. of Agencies; Walter Geist, Allis Chalmers Mfg. Co.;

B. B. Geyer, Geyer, Cornell & Newell Inc.; Norman C. Green, Crowell-Collier Publishing Co.; Kolin Hager, WGY; Paul M. Hahn, American Tobacco Co.; C. P. Hanly, Ferry-Hanly Inc.; Orville Harden, Standard Oil Co. (New Jersey); Albert S. Hardy, National Editorial Assn.; Gifford R. Hart, White Laboratories; T. V. Hartnett, Brown & Williamson Tobacco Corp.; Clarence Hatch, D. P. Brother Co.;

L. R. Hawley, Quaker Oats Co.; Carleton Healy, Hiram Walker Inc.; H. J. Heinz II, H. J. Heinz Co.; W. B. Henri, Henri, Hurst & McDonald Inc.; H. J. Henry, Johnson & Johnson; L. M. Hickson, National Distillers Products Corp.; James Hill Jr., Sterling Drug Inc.; R. K. Hines, Vick Chemical Co.;

Atherton W. Hobler, Benton & Bowles Inc.; Paul G. Hoffman, The Studebaker Corp.; Bernard E. Hopper; International Cellucotton Products Inc.; Frank Hopewell, P. Lorillard Co.; William D. Horne Jr., Needham, Louis & Brorby Inc.; James J. Houlahan, Wm. Esty & Co. Inc.; M. D. Howell, U. S. Steel Corp. of Delaware;

Everett W. Hoyt, Charles W. Hoyt Co. Inc.; William R. Huber, Gulf Oil Corp.; Buell W. Hudson, Woonsocket Call; B. E. Hutchinson, Chrysler Corp.; Lee R. Jackson, Firestone Tire & Rubber Co.; W. A. P. John, McManus, John & Adams, Inc.; Edgar Johnson, Institute of Life Insurance; W. C. Johnson, Allis Chalmers Mfg. Co.;

John L. Johnston, Lambert Co.; Dean Jones, Duane Jones Co.; O. E. Jones, Swift & Co.; Ray Jones, Philip Morris & Co.; W. Alton Jones, Cities Service Co.; Theodore C. Joslin, E. I. duPont de Nemours & Co.;

Dan A. Kimball, General Tire & Rubber Co.; L. T. Kittinger, Shell Oil Co.; George W. Kleiser, Foster & Kleiser Co.; H. W. Kramer, Sales Builder Inc; I. M. Ladin, Consolidated Vultee Aircraft Co.; Sigurd S. Larmon, Young & Rubicam Inc.; Roy L. Larsen, Time Inc.; M. H. Leister, Leister Oil Co.; P. W. Lennen, Lennen & Mitchell Inc.; J. M. Linforth, Goodyear Tire & Rubber Co. Inc.; Charles Luckman, Pepsodent Co.;

Fowler McCormick, International Harvester Co.; Charles McDonough, Construction Engineering Company, Inc.; Neil McElroy, Procter & Gamble Co.; Robert McLean, Philadelphia Evening Bulletin; Ralph D. MacManus, Armour & Co.; George L. McMillan, Bristol-Myers Co.; Walter L. Mack Jr., Pepsi-Cola Co.; James L. Madden, Metropolitan Life Insurance Co.; A. L. Mallon, Pillsbury Flour Mills Co.;

Herbert W. Maloney, Paul Block & Associates; G. Herbert Marcy, Gillette Safety Razor Co.; Hanford Main, Loose-Wiles Biscuit Co.; Francis H. Marling, Pure Oil Co.; H. C. Marschalk, Marschalk & Pratt Inc.; E. G. Marshutz, Gardner Advertising Co.; G. W. Mason, Nash Kelvinator Corp.; J. M. Mathes, J. M. Mathes Inc.; Leo L. Maxon, Maxon, Inc.; B. G. Meyer, General Cigar Co.; Eugene Meyer, Washington Post;

Arthur E. Meyerhoff, Arthur Meyerhoff & Co.; J. P. Miller, Pet Milk Sales Corp.; Dwight Mills, Kenyon & Eckhardt Inc.; Walter L. Moran, Corn Products Refining Co.; Charles G. Mortimer Jr., General Food Sales Co.; Frank E. Mullen, NBC; F. F. Munroe, Curtis Publishing Co.; Cruic D. Munson, International Silver Co.; James P. Murray, Boeing Aircraft Co.;

Fleming Newbold, Washington Star; A. Joseph Newman, Bayuk Cigars Inc.; James J. Newman, B. F. Goodrich Co.; Linwood I. Noyes, American Newspaper Publishers Assn.; Benjamin H. Oehlert Jr., Coca-Cola Co.; Alex F. Osborn, Batten, Barton, Durstine & Osborn Inc.; Arthur Page, American Telephone & Telegraph Co.; Carleton H. Palmer, E. R. Squibb & Sons; Kenneth S. Parker, Parker Pen Co.; Stuart Peabody, Borden Co.;

H. Perlstein, Pabst Brewing Co.; A. S. Peart, Paris & Peart; G. Edward Pendray, Westinghouse Electric & Mfg. Co.; Grafton B. Perkins, Lever Brothers Co.; A. G. Petersen, Wesson Oil & Snowdrift Co.; G. M. Philpott, Ralston Purina Co. Inc.; Stanley Powell, California Packing Corp.; H. W. Prentis Jr., Armstrong Cork Co.; John D. Ramsey, S. C. Johnson & Son;

T. S. Repplier, War Advertising Council; Stanley Resor, J. Walter Thompson Co.; William Reydel, Newell-Emmett Co.; Fletcher D. Richards, Campbell-Ewald Co.; Thayer Ridgeway, Lennen & Mitchell Inc.;

C. B. Robbins, McCann-Erickson; Larry Robbins, Eversharp Inc.; S. D. Robertson, Carnation Co.; H. W. Roden, Harold E. Clapp Inc.; W. S. S. Rodgers, Texas Co.; Nicholas Roosevelt; F. B. Ryan, Ruthrauff & Ryan; J. Harold Ryan, NAB; Thomas L. L. Ryan, Pedlar, Ryan & Lusk; H. M. Shackelford, Johns-Manville Corp.;

F. R. Schwengel, Joseph E. Seagram & Sons; C. R. Sheaffer, W. A. Sheaffer Pen Co.; Harold F. Sheets, Socony-Vacuum Oil Co.; Guy C. Smith, Brooke, Smith, French & Dorrance; John E. Smith, McCall Corp.; J. F. Solon, Owens-Illinois Glass Co.; J. M. Spangler, National Carbon Co.; Henry T. Stanton, J. Walter Thompson Co.; Henry T. Stanton, J. Walter Thompson Co.; Frank Stanton, CBS; John Sterling, This Week; A. W. Steudel, Sherwin Williams Co.; Jerome A. Straka, Colgate-Palmolive-Peet Co.;

M. L. Straus, Eversharp Inc.; Theodore C. Streibert, MBS; A. Stuber, Eastman Kodak Co.; Hearne Swink, Cannon Mills; E. E. Sylvestre, Reeves, Knox Advertising Inc.; Jesse W. Tapp, Axton Fisher Tobacco Co.; Harold B. Thomas, Sterling Drug Inc.; John Thompson, Ford Motor Co.; William A. Thomson, ANPA; Frank E. Tripp, ANPA;

Robert A. Uihlein, Joseph Schlitz Brewing Co.; Lawrence Valenstein, Grey Advertising Agency Inc.; W. H. Vandeploeg, Kellogg Co.; W. W. Wachtel, Calvert Distilling Corp.; Northam Warren, Northam Warren Corp.; Paul Warwick, Warwick & Legler; A. E. Watts, Sinclair Oil Refining Co.; E. G. Wellington, Kansas City Star; Roger L. Wensley, G. M. Basford Co.; Paul B. West, Assn. of National Advertisers; F. R. Wilcox, California Fruit Growers Exchange; Howard D. Williams, Erwin, Wasey & Co. Inc.;

Oliver G. Willits, Campbell Soup Co.; Irving W. Wilson, Aluminum Co. of America; Albert E. Winger, Crowell-Collier Publishing Co.; Carl I. Wood, Thomas J. Lipton Inc.; Henry Woulfe, Pepsodent Co.; Harry Wurman, Bayuk Cigars Inc.; Philip K. Wrigley, Wm. Wrigley Jr.; James W. Young, J. Walter Thompson Co.; T. H. Young, U. S. Rubber Co.

In St. Louis

KSD

SALES STIMULATOR

Basic NBC Network

KSD Has the
LARGEST DAYTIME
COVERAGE AREA
of Any St. Louis
Radio Station

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

A Distinguished Broadcasting Station

National Representative
FREE and PETERS
INC.

TO ORGANIZE a regional and later a national association of Farm Radio Men, a group of farm program directors met in New York at the Hotel New Yorker a fortnight ago. Standing are (l to r): Charles P. Shoffner, WCAU Philadelphia; Joe Bier, WOR New York; Chuck Worcester, CBS Washington; Larry Haeg, WCCO Minneapolis; Emerson Markham, WGY Schenectady. Seated (l to r): Stan Flower, WBZ Boston; Mert Emmert, WEAF New York; Tom Murray, WHAM Rochester; Homer Martz, KDKA Pittsburgh.

Organization of Farm Radio Directors Completed; Haeg Named President

ORGANIZATIONAL plans for the new Assn. of Radio Farm Directors were completed last week in Chicago in conjunction with the third of a series of regional conference called by the War Food Administration to discuss war food production problems. Representatives of some 80 stations and farm publications attended the conference at which WFA and Dept. of Agriculture officials outlined various aspects of the information job required to help farmers meet 1944 goals.

Previous meetings were held in Atlanta and New York. Following the fourth regional meeting, held March 11, 12 in San Francisco, the ARFD will hold a national meeting in Columbus, O., May 5, 6.

Formation of ARFD was effected following the Monday sessions of the three-day conference (March 5, 6, 7) held at the Hotel Morrison. The new association supersedes the National Society of Farm Service Directors, the tentative name given the group during organizational activity.

Officers Elected

The conference heard presentations on production goals, price reports, labor problems, farm supplies and equipment from Morse Salisbury, WFA director of information; Grover Hill, Undersecretary of Agriculture; Wallace Kadderly, chief of the radio division, Dept. of Agriculture; and Dr. Cliff Carpenter, assistant chief, Office of Feed and Livestock, WFA; Tom Walker, Agriculture Adjustment Administration; T. R. Johnston, extension editor, Purdue U.; Marvin Sandstrom and E. J. Rowell of WFA.

Elected president of ARFD was Larry Haeg, WCCO Minneapolis; vice-president, Art Page, WLS Chicago; secretary, Herb Plambeck, WHO Des Moines; treasurer, George Round, WOW Omaha. On the executive committee is: Bill Drips, NBC central division; Phil Evans, KMBC Kansas City; Charles Stookey, KMOX St. Louis; alternate committee: Ed Mason, WLW Cincinnati; Sam Schneider, KVOO Tulso; and Layne Beaty, WBAP-KGKO Fort Worth.

The farm safety committee is comprised of: Everett Mitchell, NBC central division; Dan Thompson, National Safety Council; C. C. Moore, KOA Denver; Glen W. Sample, WBAA West LaFayette, Ind.; Layne Beaty; Bill Drips; Paul Jones, National Safety Council; Wallace Kadderly, chief of radio division, U. S. Dept. of Agriculture; Maynard H. Coe, director of the Farm Division, National Safety Council; Mr. Stookey; Al Smebe, WCCO; Larry Haeg; Sam Mason, and Bob White, Blue.

Objectives of the ARFD include:

Closer relationship between commercial radio farm broadcasting, agencies and farm organizations;

Closer relationship with advertising agencies and other groups interested in reaching the farm people through the medium of radio;

Closer relationship and better understanding between farm radio broadcasting and station management;

Programming of farm radio broadcasts which will keep this type of service on a high plane and to develop farm service in areas of the United States where it is now lacking;

To advance the welfare of those engaged in farm radio broadcasting.

Others in attendance at the Chicago meeting were: Emil Bill, WMBD Peoria; Tom Wheeler, WOWO Fort Wayne; Henry Wood, WFBM Indianapolis; Joe Ryan, KRNT Des Moines; J. C. Rapp, KMA Shenandoah, Ia.; Hugh Muncy, KXEL Waterloo; A. Woofries, WMT Cedar Rapids; John Furhman, WOC Davenport; Gene Shipley, WIBW Topeka; John Merrifield, WHAS Louisville; Fred Ohl, KWKH Shreveport; Gordon Loudon, WWL New Orleans; Duncan Moore, WJR Detroit; J. C. Hooker, WKZO Kalamazoo; Harry Asleaf, KSTP St. Paul; Elmer Muschany, KXOK St. Louis; Harry Packard, KFEQ St. Joseph; Bill McDonald, KFAB Lincoln; E. H. Faulkner, WTAM Cleveland; G. B. German, WNAX Yankton; Louie Buck, WSM Nashville; and Chuck Worcester, CBS.

Atlanta Meeting

At a meeting Feb. 27-28 in Atlanta, farm service directors of southern stations discussed various means by which broadcasting of agricultural information could be facilitated. Among recommendations made by the broadcasters, it was proposed that WFA finance line charges for small stations for public service programs. It was also suggested that WFA appoint state radio specialists to work with broadcasters on food production information programs. The agency was commended for its recognition of farm service programs in calling the conference.

Stations were represented at the conference by Bill Prance, WSB Atlanta; Grady Cole, WBT Charlotte, N. C.; Clifford Gray, WSPA Spartanburg, S. C.; and Connie Gay, WPTF Raleigh, N. C. Editors of farm journals also attended.

Dept. of Agriculture officials who addressed the meeting were Keith Heimbaugh, acting director of information; DeWitt Wing, Office of Information; and Al Bond of the radio service. WFA participants were Ashley Sellers, assistant War Food Administrator; David Meeker, office of materials and supplies; Harry Carr, office of distribution; and Dr. Carpenter. Others who spoke were J. B. Daniels, southern division, Agricultural Adjustment Administration; Louis Brackeen, extension editor, Alabama Polytechnic Institute; and Willett Kempton, OWI regional station relations chief, Atlanta.

Building Acquired

WESTINGHOUSE Radio Stations, operating KYW Philadelphia, has purchased the KYW Bldg., which also houses the WRS executive offices. The property, assessed at $334,800, was purchased for $300,000 from the Pennsylvania Co. for Insurance on Lives & Granting Annuities, trustee.

Grandpop Gammons

WTOP Washington, scooped all local stations last Thursday on the assumption of new duties by Earl H. Gammons, CBS Washington director. He became a grandfather at 3:30 a.m. Thursday. A 5½-lb. son was born to the Gammons' only daughter, wife of Lt. William Franklin Merrill, USN, at Columbia Hospital. The father is in the Pacific. Arthur Godfrey, WTOP-WABC early morning announcer, kidded Grandpop Gammons all morning. He also made passing reference to F. M. Russell, NBC Washington vice-president, who became a father Feb. 22.

BLUE AND MUTUAL SWITCH IN BUFFALO

EFFECTIVE June 1, 1944, the Blue and Mutual will switch their Buffalo outlets. WEBR, Blue station operating on 250 watts, will become a full-time Mutual outlet on that date, and, as previously announced, WGR, now with Mutual, will start operations as the Blue outlet. WGR is operated by Buffalo Broadcasting Corp. with 5,000 watts till sunset and with 1,000 watts nighttime on 550 kc.

WEBR's affiliation with Mutual will be celebrated at a dedicatory dinner, Thursday night, June 1. Miller McClintock, Mutual president, will speak, and Fulton Lewis jr., Washington commentator for the network, will originate his regular 7 p.m. broadcast from the dinner. WEBR is operated by WEBR Inc., on 1340 kc.

Stein Joins FCC

ABE L. STEIN, Chicago attorney with the FCC's original telephone investigation a decade ago, has returned to the Commission as a principal attorney in the Common Carrier Division, under Assistant General Counsel Benedict Cottone. He originally joined the Commission in 1934 and left in 1937 to become an attorney on the Illinois Commission and legal assistant to the then Gov. Horner. In private practice from 1940 to 1942, specializing in the utility and transportation field, Mr. Stein joined OPA in Washington after Pear Harbor as attorney in the petroleum field. Drafted in 1942, Mr. Stein was honorably discharged for age with the change in Selective Service regulations several weeks later, and returned to OPA.

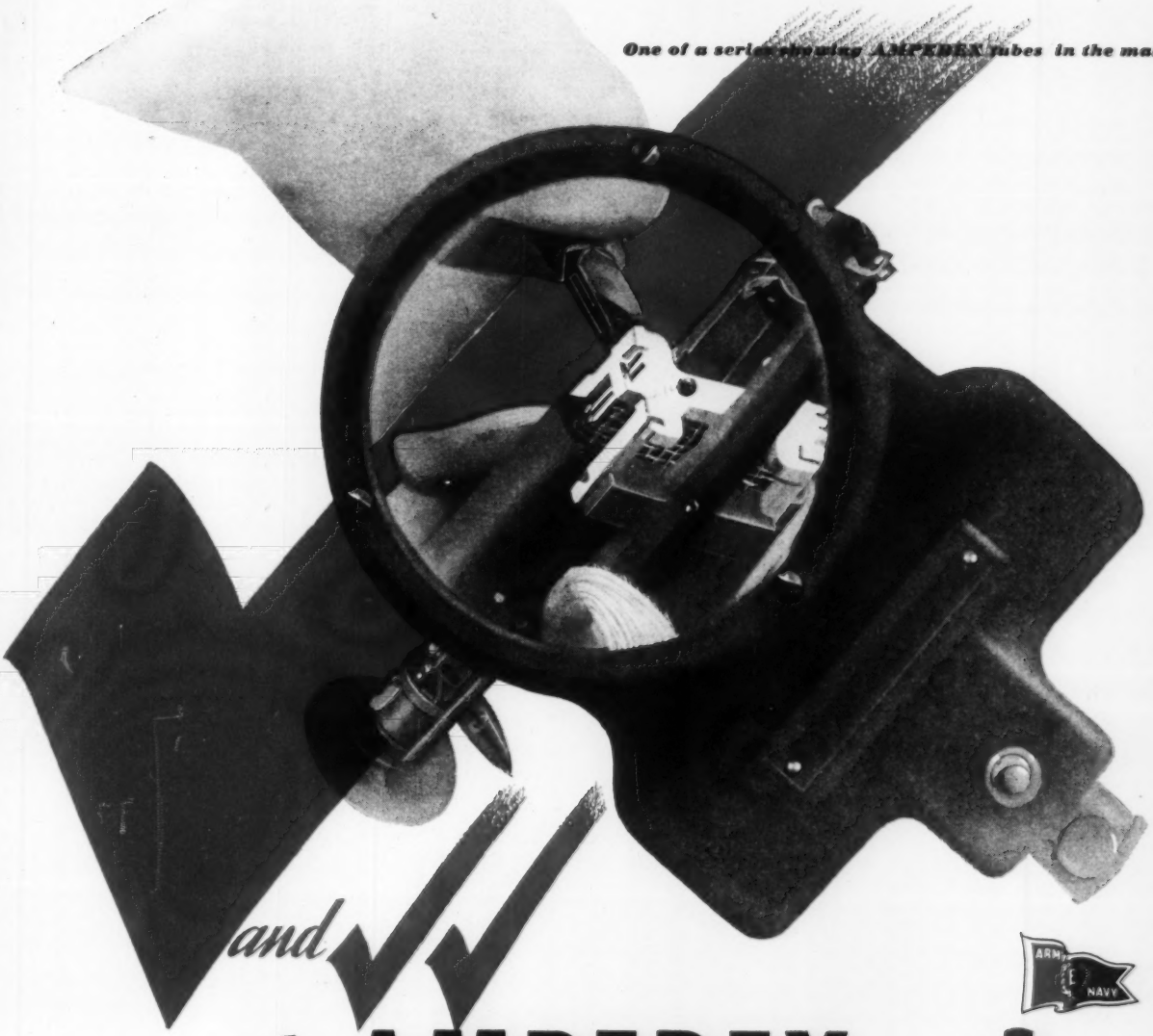
FIRST WOMAN V-P ELECTED AT BBDO

JEAN WADE RINDLAUB, copy group head of BBDO New York, has been elected vice-president of that firm. She is the first woman vice-president at BBDO. Mrs. Rindlaub has been on the copywriting staff for 14 years and previously was associated with the Armstrong Cork Co., Lancaster, Pa. Wayne Tiss, associate director, of the Hollywood office, a member of BBDO since 1937, was also elected vice-president. Mr. Tiss was formerly the promotion manager of the *Minneapolis Star* and *Des Moines Tribune*. BBDO has announced that four others were also elected vice-presidents. They are Edward A. Cashin and John M. Bridge of the Minneapolis office, Carl Williams and Willard A. Pleuthner of the New York office.

Jean Wade Rindlaub

Chemical Sponsor

CONSOLIDATED ROYAL Chemical Corp., Chicago, has begun sponsorship of a quarter-hour afternoon musical *Wendell Hall*, Mondays through Fridays on WGN Chicago. Contract is for 13 weeks. Agency is O'Neill, Larson & McMahon, Chicago.



One of a series showing AMPEREX tubes in the making

and

why AMPEREX

WATER AND AIR COOLED

TRANSMITTING AND RECTIFYING TUBES

Checked and double checked. That's the ***all-the-way*** history of *Amperex* tubes through every stage of construction. No chances are taken. Even after tubes have been aged, seasoned and subjected to severe tests, each day's production must hurdle final examination in our x-ray rooms. Here, an exhaustive analysis is made to determine the presence of invisible defects. When we pronounce the tubes "bottled to perfection" — *they are!* More than 100 different types of *Amperex* tubes are available for broadcast, industrial and electro-medical applications. Each one with "Amperextras" which assure operating efficiency and longer life.

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET • BROOKLYN 1, N. Y.

"BLOOD PLASMA MEANS LIVES SAVED . . . KEEP IT FLOWING TO THE FRONT"

WBS . . . WORLD'S

AVAILABLE IN THE

WORLD PROGRAM SERVICE

ON WIDE RANGE VERTICAL CUT RECORDINGS

S BRIGHTEST STARS

JIMMY DORSEY

KING OF THE SAXOPHONE

and His Orchestra

is available to you through the Quality Library of the World . . . on brilliant WBS recordings that provide a wealth of program material with which any station can build and sell many Dorsey shows of proven audience appeal. His individual interpretations of music that is "good today and tomorrow" will be welcomed everywhere by millions of enthusiastic fans. Additional recordings by this master showman are in preparation.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

Hope, Crosby and Sinatra Tops in Poll Of Listeners by Milwaukee Journal

DECIDED SHIFT in listeners' interest was revealed in the 14th annual radio poll conducted by the *Milwaukee Journal* and Richard K. Bellamy, Journal Radio Editor, when final results were tabulated from almost 3,000 ballots. Crosby, Hope and Sinatra dominated a field which saw seven new programs winning top honors out of 14 classifications, and some established figures slipping.

Bing Crosby was selected the listeners' favorite person in radio and, by a large majority, won first position in the favorite singer of popular songs category, over Sinatra who placed third as most idolized individual, and sixth in "favorite programs." However, Sinatra was far out in front as "favorite gripe," although much of the listeners' dissention was directed to his fans. Bob Hope was in first place in best program field and was adjudged radio's favorite comedian.

The complete results follow:

Favorite Program—Bob Hope, Crosby Music Hall, Fibber McGee, Radio Theatre, Hit Parade, Sinatra Show, Red Skelton, Aldrich Family, Great Gildersleeve, Fred Waring, Information Please, Durante-Moore, Fred Allen, Jack Benny, The Grenadiers, Edgar Bergen, One Man's Family, Joan Davis, Abbott-Costello, Duffy's.

Favorite Person—Bing Crosby, Bob Hope, Frank Sinatra, Joan Davis, Red Skelton, Kate Smith, Fibber McGee (and Molly), Kay Kyser, Fred Allen, Edgar Bergen, Jack Benny, Ginny Simms, Clifton Fadiman, Ed Gardner ("Archie"), Gildersleeve (Hal Peary).

Concert Program—John C. Thomas, N. Y. Philharmonic, Refreshing Music, Those Who Serve, Stradivari Concert, NBC Symphony, Richard Crooks, Carnival, Hour of Charm, Chicago Theatre of the Air (tie), Lucille Manners Concert.

Concert Singer—John Charles Thomas, Lily Pons, James Melton, Frank Munn, Richard Crooks, Lucille Manners, Gladys Swarthout, Jessica Dragonette.

Male Popular Singer—Bing Crosby, Frank Sinatra, Dennis Day, Gene Autry, Dick Haymes, Harry Babbitt, Barry Wood, Paul Skinner, Harry Cool, Bob Eberly (tie), Lanny Ross.

Girl Popular Singer—Frances Langford, Dinah Shore, Ginny Simms, Kate Smith, Helen Forrest, Joan Edward, Connie Boswell, Helen O'Connell, Georgia Carroll, Hildegarde.

Dance Orchestras—Harry James, Kay Kyser, Fred Waring, Tommy Dorsey, Guy Lombardo, Glenn Miller, Sammy Kaye, Lawrence Welk, Dick Jurgens, Jimmy Dorsey.

Favorite Comedian—Bob Hope, Fibber McGee, Abbott-Costello, Red Skelton, Joan Davis, Durante-Moore, Edgar Bergen, Fred Allen, Burns and Allen, Jack Benny.

News Commentator—Walter Winchell, Gabriel Heatter, H. V. Kaltenborn, Boake Carter, Paul Skinner, Don Stanley, Upton Close, Cal Tinney, Julian Bentley, R. G. Swing.

Dramatic Show—Radio Theatre, Mr. District Attorney, Mr. and Mrs. North, The Thin Man, Aldrich Family, One Man's Family, Screen Guild Players, Those We Love, Inner Sanctum, Abie's Irish Rose, Bachelor's Children, The Shadow, Cavalcade of America, I Love a Mystery, Man Behind the Gun, Brewster Boy, Suspense, Date With Judy, Vic and Sade (tie) First Nighter, Sherlock Holmes.

Studio Announcer—Bob Heiss, Harlow Wilcox, Bill Goodwin, Don Wilson, Harry Von Zell, Ken Carpenter, Milton Cross, Paul Skinner, Don Stanley, Gordon Thomas (tie) Jim Ameche.

Favorite Quiz Show—Take It or Leave It, Truth or Consequences, Information Please, Kay Kyser, People Are Funny, Dr. I. Q., Quiz Kids, Thanks to the Yanks (tie) Double or Nothing.

Sports Announcer—Russ Winnie, Bill Stern, Bob Elson, Bob Heiss, Ted Husing, Pat Flanagan, Mickey Heath, Jack Brickhouse.

Favorite gripe among radio listeners, above all others, was Frank Sinatra and his swooning fans; the daily soap operas and commercials that are too long, insult the intelligence or are sung in jingles. Second to Sinatra among personalities who annoy listeners was Hildegarde, followed by Winchell, Jimmy Fidler, Cantor and Fred Allen.

Television Exhibit

NEW ADVERTISING techniques in television will be demonstrated at a special television luncheon of the Sales Executive Club March 14 in conjunction with an address by Thomas F. Joyce, manager of the radio, phonograph and television department of the RCA Victor Division of RCA. Demonstration will be given at the Hotel Roosevelt in New York, using the sight-sound facilities of WNBT, NBC's video station in New York, and the television program departments of Kenyon & Eckhardt, Ruthrauff & Ryan and J. Walter Thompson Co., New York.

Mr. Joyce

KNX Hit by Rain

UTILIZING emergency shortwave equipment, KNX Hollywood switched operation to its shortwave station, KRCO, for nearly 12 hours when rain washed out both lines of communication between KNX studios and transmitter near Torrance, Cal., on March 2. Switch-over, accomplished without loss of a second's time on the air, was made at 10 a.m. (PWT) when first transmitter line was downed. Short-wave station, operating on 33,000 k.c., was maintained as an emergency aid throughout the night after one line was repaired and normal operations were resumed at 9:35 p.m. (PWT).

Banking Firm Sponsor

PHILADELPHIA SAVING Fund Society, Philadelphia bank, is presenting a radio program featuring the Curtis Institute Orchestra, student orchestra at the conservatory, for a 13-week Sunday series on KYW Philadelphia, placed through Gray & Rogers. James C. Petrillo, AFM president, gave special dispensation to the young members, ranging from 16-17 years of age, in making them AFM members but those under 16 years are not included and the sponsor pays a stand-by fee.

WJR TAX SERVICE PRAISED

Working With Income Tax Bureau, Two Programs Aid Public in Filling Out Blanks

HERE IS WJR'S SCHOOL for harassed taxpayers during its first session. Around the mike are (l to r) Terry Bannan, public school teacher and civic leader; Gerald Evans, assistant Collector of Internal Revenue for Michigan; George Cushing, WJR news editor and moderator of the station's *In Our Opinion* program which featured the school; William J. Coughlin, *Detroit Free Press* tax expert who wrote the script. At right is a group of citizens who aided in the timing of the program by actually filling out a report while the broadcast was on.

WJR Detroit has been praised by Federal Government officers as well as listeners for its income tax school presented Feb. 27 and March 5. The idea developed when Giles P. Kavanaugh, Chief Collector of Internal Revenue for Michigan, sought the aid of Leo J. Fitzpatrick vice-president and general manager of WJR for means of informing the public how to fill out tax blanks. The *Detroit Free Press* and other papers in the area cooperated by instructing listeners how to have personal income figures available.

On the first program listeners were informed on the short form No. 1040A, with a studio audience actually making out the forms during the broadcast, insuring the correct timing of the program. The second one, an hour in length, covered the longer form No. 1040, and during both, listeners were instructed to call the income tax offices if further details were necessary.

Unsolicited comment proved that the taxpayers received an excellent lesson, that the directions were clear enough and that there was enough time for the average person to fill out the form. Collector Kavanaugh said:

"It was one of the finest public spirited programs I have ever heard. There can be no question but that people actually received first-class help and that our job was made a thousand times easier."

One listener stated that he had saved $10 by listening to the program. George Cushing, WJR news editor, acted as moderator, William J. Coughlin, *Free Press* tax expert wrote the script with Gerald Evans, assistant tax collector as an added authority.

Inquiry Into Radio Planned in Canada

Committee of 23 Expected To Hear Independents

AN INQUIRY into broadcasting this spring and summer is slated with announcement at Ottawa that a House of Commons Committee on Broadcasting has been set up. Like last year's committee there are 23 members, practically the same personnel as last year, with three exceptions. There are 17 Liberals, 4 Progressive-Conservatives, 1 Co-Operative Commonwealth Federation (socialist) and 1 New Democracy member. No chairman has yet been named, though it is expected that Dr. J. J. McCann, chairman last year, will likely be appointed at the first meeting to be held shortly.

Besides inquiring into the affairs of the government-owned Canadian Broadcasting Corp., the Parliamentary Committee is expected to hear the case of the independent broadcasters in fuller detail than last year. Hints that grievances of the independent stations would be looked into and be overcome to the satisfaction of all concerned were given the independent stations recently at their annual convention at Quebec [BROADCASTING, Feb. 21] by War Services Minister L. R. LaFleche, a committee member. Independent broadcasters want to see a three-man judicial board set up to regulate broadcasting, so CBC will not have the role of competitor and regulatory body as at present.

During discussion of the motion to establish the 1944 Parliamentary Committee, members of Parliament criticized the commercial development of the CBC, which was originally intended to bring in at most $500,000 a year from sponsored programs, and last year advertising carried through the CBC amounted to $1,204,000. (This included network programs carried on private stations on CBC net.) Critics pointed out that the CBC relied heavily on the 76 private commercial broadcasting stations. Other members pointed out that there was too much soap and laxative advertising on the air. Socialist members stated that "money-making interests are anxious to undermine the CBC", and that the government had failed in some instances to appoint the right kind of people to be members of the nine man CBC Board of Governors.

New Film Firm's Spots

INTERNATIONAL PICTURES Inc., New York, a relative newcomer in the motion picture industry, has appointed Buchanan & Co., New York, to handle its advertising. Radio will be used in addition to newspapers and magazines for the company's first production, now in preparation — "Casanova Brown", starring Gary Cooper and Theresa Wright. At a later date International will release a Sonja Henie film titled "It's a Pleasure".

Federal always has made Better Tubes

For almost two decades Federal has made better tubes—tubes that surpass in design and construction, in quality of materials, in craftsmanship, in performance.

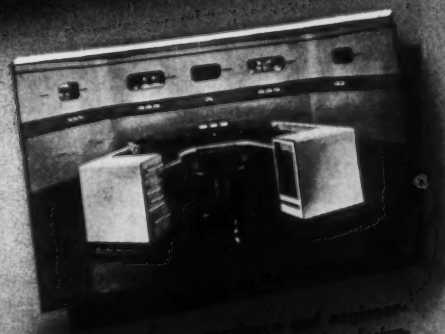
The background of this record of achievement is the intensive research and development of a scientific and producing organization that has set and continues to maintain the highest standards of the tube building art.

And in support of Federal tube quality and performance is Federal customer service, always ready and prepared to handle the problems of broadcast stations in

[illegible] equipment or emergency.

That is why Federal's established reputation for building better transmitting and rectifying tubes rests on an enduring foundation; why Federal tubes doubly ensure customer satisfaction.

This customer satisfaction, now enjoyed by many leading broadcast stations, is available to you. Whether you require tubes of standard types or whether you have a particular tube problem to solve, Federal service will prove profitable to your interests.



Federal's long experience and engineering talent also are available for designing transmitting equipment that will meet your specific requirements.

Federal Telephone and Radio Corporation

VACUUM TUBE DIVISION

An IT&T Associate

Newark, N. J.

Navy Issues Rule On Use of Talent

Existing Contracts in Force; Individuals Still Available

CLEARING confusion raised by erroneous reports published elsewhere that the Navy would prohibit appearance of Navy personnel on sponsored network broadcasts, the Navy Dept. has announced that a directive was issued March 4 canceling future authorization of sponsored *all-Naval* personnel radio series.

Instructions sent to Naval, Marine Corps and Coast Guard districts permit continuation of contracts already in effect, and renewal of existing options, but not the granting of additional ones. This rule applies to programs using all-Naval entertainment talent, such as *Meet Your Navy*, sponsored by Hall Bros. greeting card company, on Blue; Great Lakes *Bluejackets' Choir*, CBS program sponsored by Minneapolis-Honeywell Regulator Co.; *Treasure Island* Choir, a local all-Navy show on KQW San Jose, Cal. with the Food Machinery Corp. as sponsor.

Also inaccurate was the report that "The Navy also prohibited use of Navy personnel formerly active in theater, movie or radio work as actors on any broadcasts, sponsored or sustaining." The Navy expressly stated that the directive does not restrict the appearance of Navy personnel on commercial or sustaining programs, network or local, if they are not on the *sponsored* programs as actors or musicians.

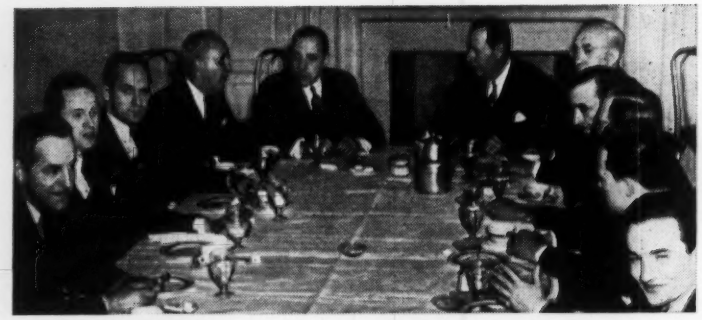
The directive in no way affects programs on which combat experience is dramatized and Naval personnel whether former actor or otherwise takes part as narrator or as subject of the dramatization. In fact, the Navy encourages such appearances when considered valuable to the prosecution of the war.

CKCL May Be Sold

SALE OF CKCL, Toronto 1 kw station and Mutual outlet, is expected to be concluded in the near future. Jack Cooke, general manager of Northern Broadcasting & Pub. Co., Timmins, Ont., is understood to be heading a syndicate to buy CKCL, one of the pioneer stations of eastern Canada. While no details are yet available, the price is reported unofficially as between $750,000 and $1,000,000, biggest transaction in Canadian broadcasting history. Rumor has been current for some time that Cooke was negotiating for the purchase of a Toronto station. It is now learned on the highest authority that the negotiations are nearing completion.

NEW PRODUCTION HIGH

STROMBERG-CARLSON Co., Rochester, has announced achievement of the greatest month's production in the history of the company during the month of February. According to Dr. Ray H. Manson, vice-president and general manager, 98% of the material produced, consisting of radio, radar and communications equipment, went to the armed forces.



INFORMAL LUNCHEON given by KYW Philadelphia, prior to a frolic staged by the Philadelphia Advertising Club, brought these NBC and Westinghouse Radio Stations officials together (l to r): Joseph E. Baudino, general manager of KDKA Pittsburgh; William O. Tilenius, NBC sales; F. P. Nelson, WRS; B. A. MacDonald, WRS sales manager; James V. McConnell, NBC spot sales manager; Oliver Morton, NBC Chicago; Frank A. Logue, WRS auditor; Dwight Myer, WRS engineering manager; Hal Lamb, KYW sales; Tom Hamilton, NBC sales; Chick Kelly, KYW publicity director. Present also, but not in photo were Harvey McCall, KYW sales; Frank Webb, KDKA sales manager; John S. de Russy, KYW sales manager.

War Bond Campaign on OWI's Packet; Fight Waste, Hold Prices Also Listed

AFTER an absence of six weeks, the War Bond campaign returns to the OWI Domestic Radio Bureau packet for the week beginning April 3, with messages directed to planning for the future. Listeners will be urged to put more of their wages into Bonds for long range savings.

The success of the Fourth War Loan does not obviate the need for continued purchasing of War Bonds, OWI points out, warning that there must be no let-up on the home front as military operations on the fighting front moves forward. The OWI allocations schedules will include bond messages until the Fifth War Loan begins, with appeals given different emphasis each month.

Sponsor Prospects

The War Bond messages are scheduled for both Network and Station Announcement allocation plans. Sponsors for transcriptions may be found among advertisers in any field of business, but the monthly change in emphasis may serve as a guide in selling the spots. Large employers are most obvious prospects for the current series of messages.

Also scheduled for Station Announcement allocation are campaigns to Fight Waste and Hold Prices Down. The former, continued from the previous week, encompasses conservation and salvage of paper, rubber, food, fuels, utilities, transportation, household equipment and supplies, textiles and leather, and idle materials (including exchange of non-essential goods for something useful). The messages are suitable for sponsorship by firms connected with these materials and services, scrap dealers, repair shops, exchange stores, and shopping centers and other establishments promoting car sharing.

Hold Prices Down messages continues the fight against threat of runaway prices, with listeners being told that money usually spent for spring outfits can and must serve a more vital purpose if it is invested in War Bonds and other anti-inflationary savings. Obvious sponsors are banks, insurance agents, home loan companies.

Other subjects on the packet are recruitment of WAVES, Rubber Conservation, and Tax Declaration, all assigned through Network allocation, and Victory Gardens and Car Sharing, scheduled through National Spot.

Through the Women's Radio War Program Guide for April, issued by the OWI Domestic Radio Bureau, directors of women's programs will be asked to stress messages to Eat More Potatoes, recruit Womanpower, join Crop Corps, observe Pan American Day, practice Car Sharing, and Hold Prices Down. Further information on these subjects may be obtained from Mrs. Marion Sabatini, Campaigns Manager, OWI Radio Bureau, Room 2017 Tempo V, 14th & Pennsylvania Ave., N. W., Washington, D. C.

OWI PACKET, WEEK APRIL 3

Check the list below to find the war message announcements you will broadcast during the week beginning April 3. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
War Bonds	X	X	X	X	X	--	--
WAVES	X	--	--	--	--	--	--
Tax Declaration	X	--	--	--	--	--	--
Rubber Conservation	X	--	--	--	--	--	--
Fight Waste	--	X	X	X	X	--	--
Hold Prices Down	--	--	X	--	X	--	--
Victory Gardens	--	--	--	--	--	X	--
Car Sharing	--	--	--	--	--	--	X

See OWI Schedule of War Messages 102 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

GODWIN NEW HEAD OF RADIO NEWSMEN

EARL GODWIN, head of Earl Godwin Associates and a Blue network commentator, was elected president of the Radio Correspondents Assn. last Wednesday at the annual meeting at NBC Washington studios. He succeeds Eric Sevareid of CBS. Richard Harkness, NBC commentator, was chosen vice-president; Rex Goad, Washington manager of Transradio Press, was named secretary, and William Costello, CBS commentator, was elected treasurer. Fred W. Morrison, assistant to Fulton Lewis jr., MBS commentator, was re-elected ex officio.

The executive committee was instructed to arrange for the organization's annual dinner in April or May, at which time the new officers will be installed. Mr. Godwin has been acting president of the association in the absence of Mr. Sevareid, who has been overseas. Forty of the association's 65 active members attended last week's meeting, indicating a growing interest in radio news coverage, according to Mr. Godwin. The association, composed of members of the Radio Correspondents' Galleries of Congress, has 74 associate members in radio news jobs outside the capital.

D. Harold McGrath is superintendent of the Senate radio gallery and William Vaughan is acting superintendent of the House gallery. Mr. McGrath will have charge of the radio galleries at the Republican and Democratic National conventions in Chicago.

Drug Chain Meeting

SPEAKERS for the three-day spring business conference of the Associated Chain Drug Stores, opening at the Waldorf-Astoria in New York March 13, will include Donald G. Mitchell, vice-president, Sylvania Electric Products Inc.; Clyde DeLong, sales manager, B. F. Goodrich Co.; Frank W. Lovejov, sales manager, Socony-Vacuum Oil Co., and Homer E. Capehart, president, Packard Mfg. Corp. Ed (Archie) Gardner, and the cast of *Duffy's Tavern*, Blue Network program, and Fred Waring, band leader, heard on NBC, are on the entertainment program following a dinner Wednesday night.

YOU MAY BE ABLE TO SWIM A MILE IN 21 MINUTES*

BUT—YOU CAN'T SPLASH INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

Can you think of any reason why *you'd* prefer to listen to a Columbia station located over 100 miles from your home—in preference to a 5000-watt Columbia station only a few miles away? Especially in a section where distant stations "fade", notoriously?

Then let's just assume that people in Western Michigan have good sense, too! *When they want Columbia entertainment, they tune to WKZO.* . . . Both we and Free & Peters would like an opportunity to (1) discover, in discussion with you, whether or not it would pay you to advertise in Western Michigan—and (2) give you the true, de-bunked facts about the other stations that claim primary coverage of this area. Will you give us the opportunity?

*J. Medica (U.S.A.) did it in 20 minutes, 57.8 seconds, on July 6, 1934.

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better-than-average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area.

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

AT&T Post-War Video Plans, Rapid Growth of Industry Seen

Telephone Executive Suggests Various Methods of Handling Networks' Interest in Television Art

WHEN television is ready for network service, the American Telephone & Telegraph Co. will be ready to supply that service, in the opinion of AT&T executives. When this will be and to what extent such service will be rendered depends chiefly on the success of set manufacturers in producing satisfactory low-priced video receivers and of the television broadcasters in providing satisfactory program service, the phone company officials stated. They refused even to hazard a guess as to the cost of networks for television, pointing out that there are too many unknown factors to make a reliable estimate at this time.

Network Growth Seen

Discussing with BROADCASTING the probable growth of nationwide television networks, George L. Best, assistant vice-president of AT&T, Frank Cowan, transmission engineer, and Prescott Mabon, information manager, pointed out that their company has already installed cables carrying coaxial conductors between New York and Philadelphia, Philadelphia and Baltimore, Baltimore and Washington, Minneapolis and Stevens Point, Wis., and Atlanta and Macon, the latter the beginning of an Atlanta-Jacksonville cable installation. They cited the five-year plan outlined by Keith S. McHugh, AT&T vice-president, in his recent letter to Niles Trammell, NBC president [BROADCASTING, March 6], calling for the installation of between 6,000 and 7,000 miles of cable at a cost estimated to approach $100,000,000.

This work is being done, they stated, primarily to offer increased and improved telephone service to the company's subscribers, pointing out that a single coaxial conductor can carry hundreds of telephone circuits, for which use it was originally designed, or that it may be used to transmit a television program. They added that present plans are tentative only and will be reviewed and revised in line with service requirements as construction proceeds, so that if the television broadcasters are ready for network service in any part of the country, the telephone company will adapt its plans to meet their requirements.

Costs Are Heavy

In his letter to NBC, Mr. McHugh stated: "We shall also be glad to consider on their merits any requests for television facilities over routes where coaxial cable is not being planned during this period for telephone purposes. The question of when such facilities could be provided would, of course, depend upon conditions in the individual case and its relation to the total program. You will appreciate, of course, that advancing construction to provide for television transmission some years before a cable is needed for telephone circuits would involve relatively heavy costs.

"The equipment now developed," the letter continued, "will give a one-way television channel of 2.7 mc in width. Future technical developments will increase this to 4.0 mc and also provide for simultaneous use of a single coaxial unit to transmit a television channel and a large number of telephone channels. Consequently, the ultimate number of television facilities which could be provided over these cables will be considerably greater than the initial number.

"These ultimate possibilities must, of course, be taken into account in determining the number of coaxial units to be installed in the cables. Depending upon the speed of growth of the television industry, it may be necessary for users to do some sharing of the television network facilities for a few years. I believe that you and others in the industry should give preliminary consideration to how this can best be accomplished."

Multiple Use of Cable

Stressing this program-sharing angle in the early days of network television, Mr. Cowan suggested that if several video stations in one city wanted to telecast a remote program, such as a political convention or a major sports event, for which one coaxial circuit was available, they might vary their presentations by accompanying the image with individual sound comment, each station using its own announcers although sharing the picture.

Stations might also share the use of a coaxial unit on a time allotment basis, it was pointed out, with one station telecasting a network program while its local competitors were presenting locally originated shows, until there is a sufficient demand to warrant the cost of multiple full time video network service.

Outlining four ways in which network service may be provided, Mr. Cowan said that additional coaxial conductors exclusively for television use can be added to cable installations being made by AT&T, if it appears that they are needed at that time. Eight units to a cable is the practical limit, he said, if the cable is to be kept at the proper size. Technical improvements allowing for wider frequency ranges to permit television and telephone circuits together will also make the cables available for expanded video use.

Television networking can also be facilitated by arranging the cables so as to permit round-robin program set-ups similar to those used in sound broadcasting, so that pick-ups may be made at any point in the circuit without the need for reversing the direction of the program flow. A fourth method would be the diversion of coaxial units planned for eventual telephone use to television for such time as they are not needed as telephone carriers.

Asked about radio relays, Mr. Best said that the telephone engineers are constantly experimenting with radio as well as wireline transmission and that in some places, chiefly over water, radio circuits are used to augment wirelines, with the goal of providing the most efficient, economical service to the company's clients. If radio relays should prove to be the best means of transmitting television signals, they will be used, he said.

Mr. Best summed up the present situation by stating that today no one knows how many television networks eventually will be needed, whether theatre television will take its place as a separate service along side home television, requiring separate service from the phone company, how much time will be devoted to local television programs and how much to network shows, how much service can be provided in conjunction with telephone service and how much equipment will be needed for television's exclusive use. Many of these problems, he said, must be solved by the television industry and he urged that as they find the answers they keep the communications company informed so that it may plan its service in conformity with their needs.

POSTWAR TELEVISION plans for NBC were discussed by network officials at a 3-day war clinic for NBC and affiliated stations at the Waldorf-Astoria in New York Feb. 28-March 1 [BROADCASTING, Mar. 6]. In front of the television map showing proposed inter-city connections are (l to r): William S. Hedges, vice-president in charge of stations; Paul W. Morency, general manager of WTIC Hartford and chairman of the NBC stations' planning and advisory committee; Niles Trammell, NBC president; O. B. Hanson, NBC vice-president and chief engineer. Mr. Trammell also announced NBC plans for a television station in Washington at the war's end.

Scarem Harem

ROMANTIC PASHA in North Africa has progressive ideas. Talking to Maj. Andre Baruch, former announcer now in Africa, he inquired about the possibilities of a closed-circuit radio set-up in his harem, so that he could broadcast whenever he wished. He already has an intercommunication system that allows him to push a button and contact any room in the harem. But the pay-off came in his final remark to the radio officer, when he asked, "And how is television progressing in your country, major?"

STANDARD, 3 FM CP's REQUESTED OF FCC

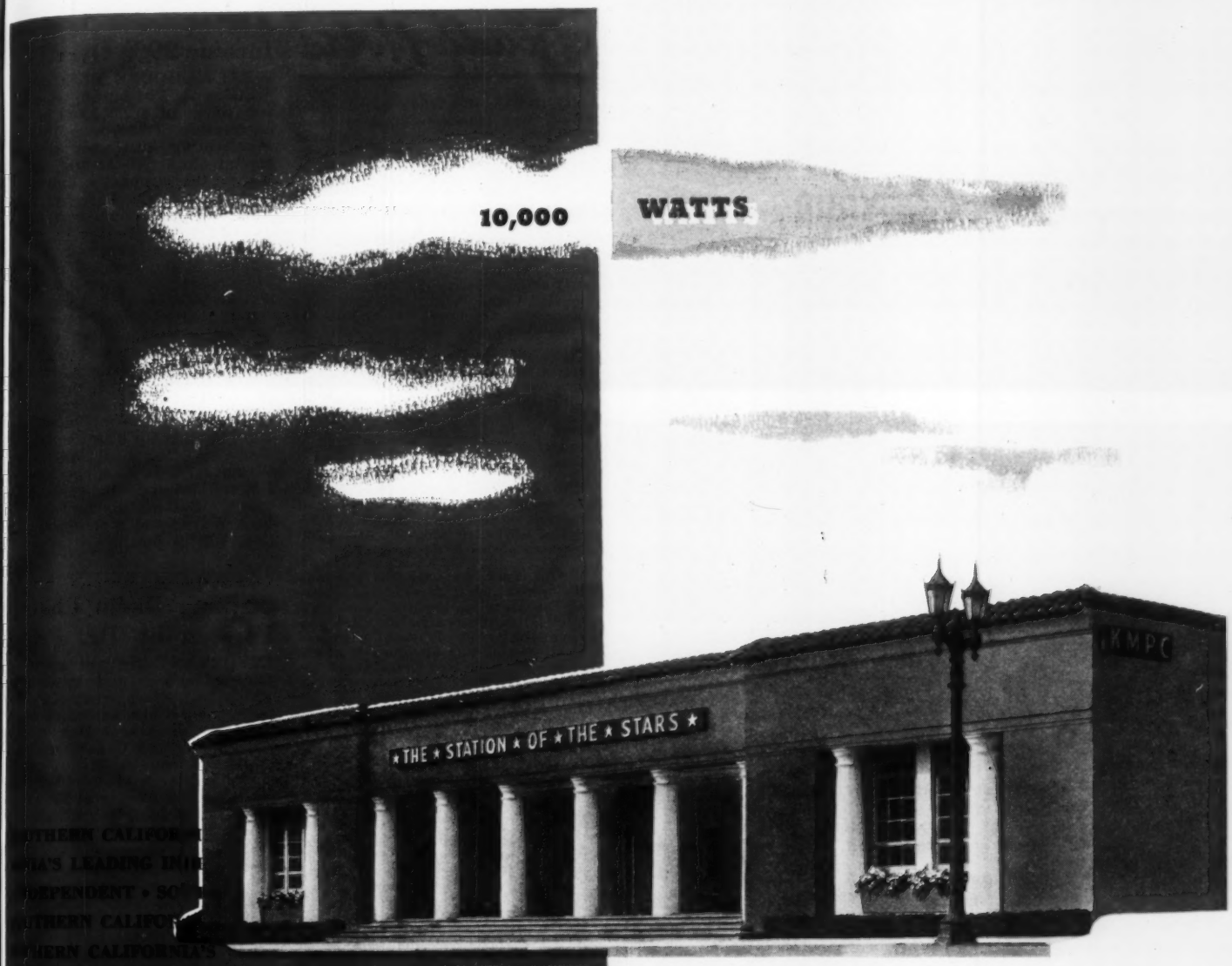
NEW APPLICATIONS received by the FCC last week included three requests for new FM facilities, a new standard local outlet and two voluntary assignments of control.

Havens & Martin Inc., licensee of WMBG Richmond, Va., requests FM facilities of 46,100 kc and 12,130 sq. mi. coverage. WGAL Inc., Lancaster, Pa., WGAL licensee, requests FM facilities of 45,500 kc and 1200 sq. mi. coverage. Frequency of 45,700 kc and coverage of 950 sq. mi. are the FM facilities sought by Monroe B. England, owner of WBRK Pittsfield, Mass.

New local standard station application was filed by Washtenaw Broadcasting Co. of Ann Arbor, Mich. Facilities asked are 250 w daytime on 1050 kc. Washtenaw vice-president, Edward Baughn (20%) is an employe of Essex Broadcasters Inc., licensee of CKLW Windsor-Detroit.

Capital Broadcasting Co., Montgomery, Ala., licensee of WCOV, applied for voluntary assignment of license to G. W. Covington Jr., sole owner of the company. No money consideration is involved. Voluntary assignment of the license of WOSH Oshkosh, Wis. was also requested from the Oshkosh Broadcasting Co., a corporation, to a partnership under the same name and management—Myles H. Johns (55%), William F. Johns Jr., William F. Johns and Frederick W. Renshaw (each 15%). No money is involved.

DECCA RECORDS Inc. has declared a regular quarterly dividend of 30 cents per share, payable on March 31 to stockholders of record March 18. This represents an increased dividend rate, the company having previously paid a regular quarterly dividend of 25 cents per share.



OUR NEW LOCATION

The latest step in KMPC's march toward the goal of becoming the *leading independent in the U.S.!*

5939 Sunset Boulevard., Los Angeles 28, Calif.

On-Radio-Row-Hollywood

G. A. Richards, President

Robert O. Reynolds, V. P. & Gen. Mgr.

KMPC

REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Check YOUR PROGRAM RATING SERVICE

against these 14 points

Check here

YES NO

1. Sponsored network program ratings comparable with the past.*
2. Ratings on "open" time periods comparable with the past.*
3. "Sets-in-Use", "Share of Audience" during, preceding, and following each program and "open" period (a) released with the ratings (b) comparable with the past.*
4. Composition of radio program audiences — in each report.
5. Sponsor Identification Analysis — in each report.
6. Same cities used during each week surveyed — *as in the past.**
7. Publication of two different "continuous" ratings on same program **avoided** — *as in the past.**
8. City-by-City Ratings on your sponsored network program — *comparable with the past.**
9. Network Ratings taken in cities of equal network opportunity — *as in the past.**
10. Network Cross-Section Urban Ratings — properly balanced to reflect each network's facilities individually, published periodically under separate cover.
11. U. S. Cross-Section Urban Ratings — properly balanced to reflect total U. S. network and independent urban radio facilities collectively, published periodically under separate cover.
12. Program Audience Histories — comparative records of network program performance dating from 1934.
13. Basic Trend Chartbook—graphic comparative basic trend indexes.
14. Pocketpiece — Network Ratings condensed for your convenience, comparing current audiences with "last report" and with "year ago."

Radio Audience Measurements Continuously by Coincidental Method Since 1934

If you are a subscriber to "Network HOOPERATINGS" your score is 14 "Yes."

C. E. HOOPER, INC.

NEW YORK • LOS ANGELES

**and future*

Studio Notes

NATIONAL 4-H Club Mobilization Week was launched March 4 by a half-hour WLS-Chicago originated program on the Blue Network. Some 80,000 4-H Clubs tuned in throughout the nation to hear a tribute from President Roosevelt delivered by Food Administrator Marvin Jones. A short-wave pickup from Italy with a former 4-H boy from Laurel, Mont., and several 4-H leaders were featured on the show, written by Jo Wetzler, WLS continuity department, and produced by Rod Cupp, WLS production manager, with Art Page WLS farm program director, doing the narration.

CKY Winnipeg on March 13 celebrates its coming of age, having first gone on the air on March 13, 1923, with 500 watts. In 1928 the station increased power to 5,000 watts and in 1934 to 15 kw., making it the most powerful station in Canada at the time.

KMOX St. Louis on Feb. 26 conducted a demonstration of classroom use of radio to aid teachers in the use of *CBS School of the Air* program. About 300 teachers attended the meeting.

WSBA York, Pa., and the Playland Roller Skating Rink combined efforts on Feb. 26 to aid the Red Cross Warfund Drive. *Yankee Doodle Club* program sponsored by Playland originated from the rink and all proceeds of the day went to the Red Cross. Local bus company provided free transportation to the rink for the occasion.

INCLUDING items from the hundreds of schools that lie within the listening area of WAAT Newark a new presentation *News From Your Schools* is now conducted by WAAT in cooperation with the New Jersey Education Assn.

CJCB Toronto, key station of the Canadian Broadcasting Corp. Dominion network, is using streetcar cards in Toronto to publicize the Dominion and Blue network commercial programs on the station.

KFJB Marshalltown, Ia., has begun operations as a Mutual outlet. Station is operated by Marshall Electric Co., with 250 watts on 1230 kc.

RADIO Department of United Artists, New York, has started a radio service for Alaskan stations, including a radio manual and a series of transcriptions which include excerpts from the films, interviews with stars, and color comment on film lot scenes.

PRESS ASSN., AP radio subsidiary, last week announced the opening of its twentieth regional news bureau, located in Charlotte, N. C., at 126 South Church St., under the direction of Charles Whiteford. Five stations to sign recently for the special AP radio wire include: KHMO Hannibal, Mo.; WHBC Canton, Ohio; KOIN Portland; KAST Astoria, Ore., and WLBC Muncie, Ind.

KWFC Hot Springs, Ark., and WSOO Saulte Ste. Marie, Mich., have signed new licensing agreements with Associated Music Publishers Inc., New York, and the following stations have extended their contracts: WMRC WMAZ WLAY WELL WBRY KWIL KTEM KQW KFYR KARM. Two Honolulu outlets KGMB and KHBC have also extended agreements.

NAB 'HOME' DISCS

IMPLEMENTING the American Home Campaign inaugurated several weeks ago, the Assn. of Women Directors of the NAB is planning to make available to women broadcasters a quarter-hour transcription of "American Home" talks by the leaders of ten cooperating national organizations.

Westinghouse Increases Income 29% Over 1942

WESTINGHOUSE ELECTRIC & MFG. Co., Pittsburgh, earned a net income of $22,355,300 in 1943, an increase of 29% over 1942 and representing $6.97 per share of capital stock outstanding, according to the company's annual report, issued March 6 by A. W. Robertson, chairman, and George H. Bucher, president.

Output was reported as the biggest in the company's history.

Net sales billed were $714,305,303, an increase of 47% over 1942. "Of the sales billed, approximately 77% can be classified as direct war work," the report comments.

Through a subsidiary, Westinghouse Radio Inc., the company operates six radio stations: KDKA Pittsburgh, KYW Philadelphia, WBZ Boston, WBZA Springfield, Mass., WOWO and WGL Fort Wayne, Ind. It also operates five FM stations at Philadelphia, Pittsburgh, Boston, Springfield and Fort Wayne and a shortwave station, WBOS Boston.

Striking Radio Changes Forseen by Dr. Frigon

IMPORTANT changes in broadcasting methods may be expected which will affect frequencies and power allocations, according to Dr. Augustin Frigon, acting general manager of the Canadian Broadcasting Corp., on his return to Toronto after a visit to Washington last week. Just what the changes were and how they affected the CAB, Dr. Frigon did not say.

One of the purposes of his Washington trip was to check on delivery of equipment required for a short-wave international broadcasting station under construction at Sackville, N. B. for the Canadian government. Delivery will start soon and will be completed in July and August.

Peace Series Offered

THIRD sustaining peace discussion series from WKRC Cincinnati, will be released to all stations for wire costs only, according to Ken Church, manager of WKRC. The offer also includes free recordings with all packing and shipping costs paid, to stations scheduling the 18 weekly half-hour Sunday programs March 5 through July 2. Programs were planned by an advisory committee of Cincinnati religious and educational officials and features peace plan problem discussions.

WIS WACs

RECORD recruiting took place at WIS Columbia, S. C. the other day. The Columbia office of the WAC broadcast a 15-minute recruiting program on WIS. When the WAC group that had been on the air returned to headquarters, 20 minutes after the program ended, there were two prospective WACS waiting. They had heard the program, answered the call.

IT'S A WIZE ADVERTISER WHO USES THE SPRINGFIELD, O. MARKET

THIS ONE DID!

MONTGOMERY WARD
Chicago

Weed & Co.
National Representatives

●

Blue
Network

Mr. Reggie Martin
Station Manager
Radio Station WIZE
Springfield, Ohio

January 5, 1943

Dear Mr. Martin:

Radio in Springfield seems to be working quite well for our store, and we are considering the possibility of letting radio carry the entire promotional load for us. What could you do for us on 15 spots per day? You have had some experience with our copy and it may be easier for you to come to some conclusion than when we originally contacted you.

Very truly yours,
MONTGOMERY WARD & CO.
John A. Martin
Space Buyer

JAM:lp

This letter was written a year ago . . . since that time this aggressive firm has increased its WIZE appropriation 7½ times the original amount, and is relying almost exclusively on WIZE's ability to cover the Springfield Market . . . further proving WIZE gets amazing results.

WIZE
Springfield, Ohio

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President

Purely PROGRAMS

THREE new public service programs have been started on WINX Washington, D. C., "Washington's Own Station". Five-minute five-weekly *Jobs for Veterans* program is designed to help re-locate returning veterans in civilian jobs. Program is conducted by a representative of the U. S. Employment Service. Each Monday and Thursday, 12:45-1 p.m., WINX has started *Thanks to You*, a dramatized story of the Red Cross and its numerous activities. WINX on Thursday evenings has begun a 10-minute program to aid the Juvenile Court find foster homes for "war orphans". Interviews with juvenile court personnel and with parents of children now in foster homes as well as people who have opened their home to these children are presented. Daily WINX *Traffic Court* broadcast received two commendations last week as "a distinct effort to encourage safer driving". Program began with the station, Dec. 10, 1940.

Folk Music

AMERICAN folk music, including the songs of cow-boys, lumberjacks, and the street cries of hawkers, is heard in a weekly half-hour program on WNEW New York titled *Music, U. S. A.* Each broadcast features live talent versed in the music of a particular region or style.

* * *

About Servicemen

PUBLIC service series *On the Alert*, is being broadcast on KSFO San Francisco in cooperation with the IV Fighter Command of the Fourth Air Force. Show presents news of the Army at home and abroad and frequently features interviews with returned combat pilots and enlisted personnel.

For the Ladies

NEW series of talks has been arranged by the Canadian Broadcasting Corp. for its afternoon audience of Canadian women, on the CBC national network. Titled *Women and Money*, this is the first CBC series on economics directed especially to women in the home. The talks deal with a variety of current problems in which money plays a leading role. Each subject is being discussed from the viewpoint of the average woman in relation to her domestic interests and community life. Prominent authorities on political economy, employment and housing problems are taking part in the series.

BROADCASTING ONLY 48 hours following the birth of her third child, Mrs. Nora Lamborn, conductor of the WWDC Washington, D. C. *Blessed Eventer Program*, begins the first of a day by day account of her personal experiences and the progress of her baby. Program is designed to aid expectant mothers in the Washington area and to help relieve them of many worries. First broadcast from the hospital began prior to birth at the first signs of labor pains. Program is broadcast Monday through Friday as a WWDC public service feature.

* * *

War Scenes

TRANSCRIBED on the spot by KGO-Blue San Francisco for release later over the network, the story of the shakedown cruise in the Pacific of one of the Navy's newest ships—a submarine tender—is the highlight of a new KGO-Blue series of programs titled *Radio Goes To Sea*. It is claimed that this is the first time in radio's history that a broadcast direct to the United States has originated from a ship at sea during wartime. Series features interviews conducted by Bill Baldwin, Blue Network special features director, with members of the crew.

* * *

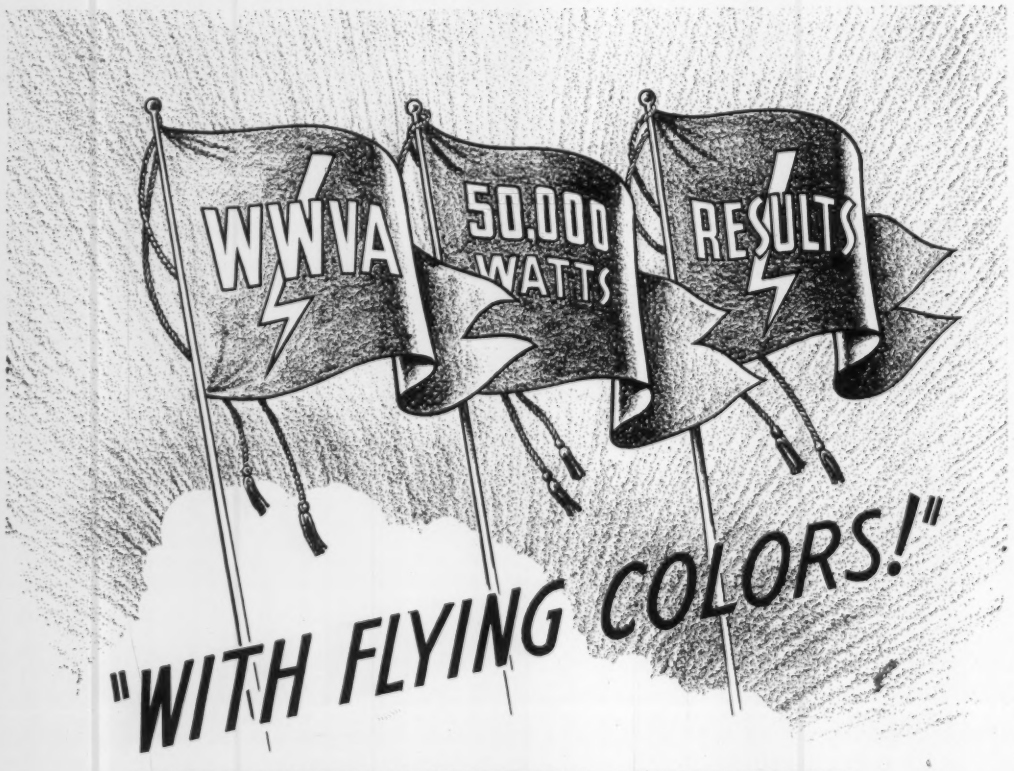
New on WNEW

TWO new programs make their premieres on WNEW New York this week. Reports on underground news from France will be broadcast in a weekly quarter-hour series by Arthur Lesser, starting March 18. Mr. Lesser, night-club owner, was formerly head of the American division of the French Ministry of War Information. *City Hall Room 9* makes its debut March 19 as a weekly quarter-hour series, featuring reporters from the *N. Y. World Telegram* and *Brooklyn Eagle*. Review of the week's political news as seen from room 9, the press room in New York's City Hall, will be featured.

* * *

Format Change

WLW CINCINNATI on March 6 changed the format of its *Consumer Foundation* program, heard Mondays through Saturdays, 8:30-9 p.m. (CWT), to *Your Morning Matinee*. Informative pattern and participation sponsorship has been retained. New emphasis is on music and informality. $100 war bond is to be awarded for best name submitted for new vocal and novelty group.



A TOP-RANKING ADVERTISING AGENCY WRITES:

"Today we kinda checked up on all the new stations we took on this season, and WWVA passed with flying colors. Seems like your new wattage is really perking."

There are many WWVA 50,000-watt campaigns going over with flying colors in our 123 Primary Area counties in Ohio, Pennsylvania, West Virginia, Maryland and Virginia. Records are available for the asking.

ASK A JOHN BLAIR MAN

BASIC BLUE

WWVA

A FORT INDUSTRY STATION

WHEELING, WEST VA.

No, they don't hear us in Ketchikan!

Years ago, when radio was going through its growing pains, station salesmen, for the lack of anything else, talked about how far their station would reach . . . how many hundreds of miles its signal could be heard.

Some still do. Today, radio is matured. Market analyses . . . surveys on radio listenership and other pertinent data are now the bases for buying radio time. The wise and intelligent buyer of radio time discounts such overworked phrases as "bonus coverage" and "plus values" and replaces them with actual facts.

WFIL does not make any far-fetched claims about coverage! WFIL more than adequately serves the gigantic Philadelphia Trading Area. It is in this area that sales potentials are the highest . . . it is in this area that the greatest bulk of your sales are made. Why spend extra money reaching unproductive areas?

This is the time to re-examine old ideas and to remove obsolete opinions and data from the mental attic. Today the station which is the most progressive in the entire Philadelphia Trading Area . . . the station which is gaining more and more favor with listeners and with advertisers is WFIL.

Have you seen the latest Crossley Study of Radio Listenership in the Philadelphia Trading Area?

No, Eskimos don't hear us in Ketchikan—but great numbers of people throughout the vast Philadelphia Trading Area do listen to WFIL. And what is even more important to you, is that they respond to the sales messages they hear over WFIL.

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

WFIL

A BLUE NETWORK AFFILIATE

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Scripts Lead Into Transcribed Spots

TAILORED to suit needs of nine widely diverse participating sponsors, *Potluck Party*, current five-weekly 25-minute variety show on KNX Hollywood, reverses usual procedure in program building and slants scripts to lead into transcribed spot announcements.

Woven into the live entertainment, announcements include some already sold on the station under long-term contract as well as those specially allocated to the program. Jack Bailey is writer-m.c. of the series. Dick Wallace is featured vocalist, with a 17-piece orchestra. Beverly, actress-m.c. portrays Mayme Smedback. David Titus is producer, with Bob Carroll as additional writer assigned to program.

Current sponsors on schedule varying from thrice-weekly spots to five one-minute transcribed announcements per week include Johnson & Johnson, New Brunswick, New Jersey (baby powder, first aid materials); Skinner Mfg. Co., Omaha (Raisin Bran); Continental Baking Co., New York (bakery goods); Seeck & Kade, New York (Pertussin); Curtis Publishing Co. (magazines); Maryland Pharmaceutical Co., Baltimore (Rem); Standard Brands, New York (Stan-B vitamins); Colgate-Palmolive-Peet Co., Jersey City (Supersuds, Superin); North American Aviation, Inglewood, Cal. (employment).

So. Africa Informed

PAUL M. HOLLISTER, CBS vice-president in charge of advertising and sales, and John Kieran, *Information Please* quiz expert, have made a quarter-hour recording for the *Answering South Africa* series, prepared by OWI's overseas branch. Disc was flown to So. Africa for broadcast on stations there, and tells of the U. S. radio industry's accomplishments to prove that commercial radio in this country is successful.

in the CONTROL ROOM

DANIEL EHRENREICH, of the engineering department of WOR New York, has become night studio manager, replacing Slater Barkentin, who has received a leave of absence to enter the armed service. Joseph A. Maes has joined the department, succeeding Leslie Learned, master control supervisor, who has been made assistant traffic manager of Mutual.

LT. C. L. PIERCE, NBC Chicago engineer on leave with the Army Signal Corps, is the father of a boy.

MAJOR F. C. SHIDEL, NBC Chicago engineer on leave with the Army, is detailed to the Allied command headquarters office in Britain.

JACK McMULLEN has rejoined the engineering staff of KIRO Seattle, after a year with KSFO San Francisco.

ROBERT E. SHORT, former announcer and engineer at WHCU Ithaca, N. Y., has been inducted into the Army at Camp Dix, N. J.

MARK TOALSON, audio engineer of WSB Atlanta, now heads all program production for the station.

AL RAPER, engineer of KLZ Denver, is the father of a girl.

W. W. BLAIR, formerly of the NBC Chicago engineering staff, is now night traffic supervisor for the Blue Central Division.

GERALDINE YAHNKE, control operator at KXEL Waterloo, Iowa, has been married to Melvin Springer of Waterloo.

HELEN OBSHARSKY of Belle Vernon, Pa., is the first woman engineer to join WCAE Pittsburgh. She received her training at the Pittsburgh Institute of Aeronautics.

DONALD M. YOUNG, Hollywood engineer, and Mrs. Grace Mackay Tibbett, former wife of Lawrence Tibbett, singer-actor, were married in Palm Springs, Cal., Feb. 27.

JACK JOSEPHSON, on the engineering staff of KMA Shenandoah, Ia., has been inducted into the Armed Services. Don Cox is a new member of KMA's control room staff.

RALPH T. VOIGT, formerly with the Brentwood, Long Island, shortwave stations of Mackay Radio & Tel. Co., is now with WFDF Flint, Mich.

LINCOLN RONDAU has joined the transmitter staff of CKGB, Timmins, as operator.

PAUL ENLOW has joined the technical staff of WDAY Fargo, N. D.

LESLIE LEARNED has been named assistant traffic manager of Mutual. He was master control supervisor of Mutual's New York outlet WOR for three years, and was formerly an engineer of WNYC New York.

ROBERT L. ANDERSON, technician for WCCO Minneapolis, has been named chief engineer of Franklin Transformer Mfg. Co. of that city.

SHEILA CAMERON has joined the engineering staff of WIOD Miami, replacing Adele Goddard, resigned.

PAUL KRANTZ is now night supervisor of engineers at WIBG Philadelphia. Hal March has joined the Merchant Marine.

DANA BODE has joined the engineering staff of WJW Cleveland.

BOB MILLER, formerly with the Kentucky Ordnance Works, Paducah, Ky., and prior to that chief engineer at KXOK St. Louis, has joined the WLS Chicago engineering staff.

SCOTT HELT, chief engineer, and Cosette Merrill, announcer and director of women's programs, both of WIS Columbia, S. C., were married Feb. 26.

THEODORE LAWRENCE, chief of engineering department of British Broadcasting Corp. in America, and Vera Brodsky, pianist on the CBS staff, were married Feb. 22.

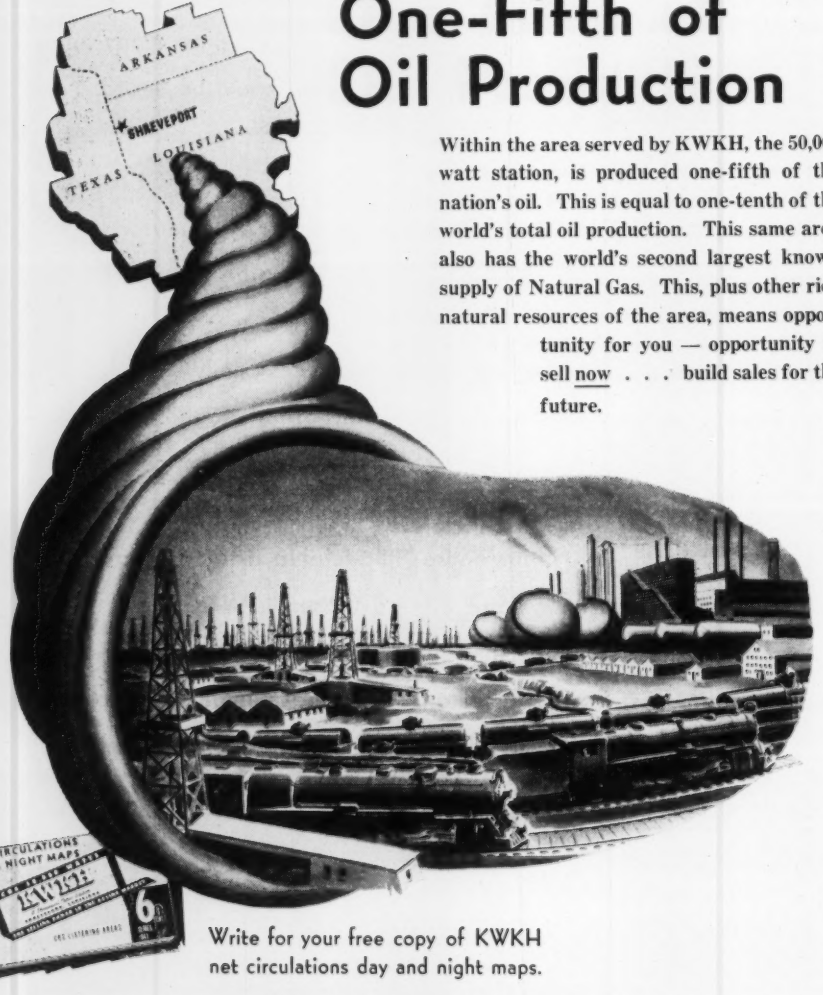
TOMMY LEWIS, formerly of the technical staff of CKY Winnipeg, has been promoted to pilot officer in the Royal Canadian Air Force.

HOMER COURCHENE, chief engineer at the WLS Chicago transmitter, is the father of a boy.

EDDIE CARSTENS, studio engineer at WGN Chicago since 1925, and his wife, were feted by station friends last Friday in celebration of their 25th wedding anniversary.

RICHARD HUBBELL, television producer of N. W. Ayer & Son, New York, is author of a column on television in the March *Mademoiselle*.

One-Fifth of Oil Production



Within the area served by KWKH, the 50,000 watt station, is produced one-fifth of the nation's oil. This is equal to one-tenth of the world's total oil production. This same area also has the world's second largest known supply of Natural Gas. This, plus other rich natural resources of the area, means opportunity for you — opportunity to sell now . . . build sales for the future.

Write for your free copy of KWKH net circulations day and night maps.

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

Confidentially— IT'S DONE WITH GREMLINS

Yep! It's "Them" again—but a special kind. Not the perverse and destructive R.A.F. breed. Ours are the kind who glamorize microphones . . . so that radio commercials simply *charm* cash-money out of the public.

Cleveland's retail merchants—who swear by the sales miracles achieved through broadcasting over WHK—have never seen our gremlins. (Neither have we; although one night our Program Director *thought* he saw one.) But RESULTS—yeah, man, we've seen them a-*plenty!*

And that's what counts . . . money laid on the line, cheerfully and often . . . in exchange for merchandise advertised over WHK. Cleveland retailers have put this to the test. And that's why they *buy more time on WHK than on any other leading station!*

Because it sells .. and sells .. AND SELLS

WHK

is

"RETAILERS' CHOICE IN CLEVELAND!"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland; WHKC, Columbus

BALTIMORE: A
ELECTRONICS AND COM

BIG NAMES IN COMMUNICATIONS: WESTINGHOUSE, BENDIX, LOCKE INSULATOR, WESTERN ELECTRIC--ALL HAVE PLANTS IN BALTIMORE

Today these plants are engaged in vital and, in some cases, highly secret war work. But the very same type of operations can produce eagerly awaited peace time articles with practically no "time out" for conversion. When you enjoy television, frequency modulation, radar, electronics after the war, chances are that part or all of the equipment that contributes to your pleasure will be made in Baltimore.

REAT CENTER OF THE MUNICATIONS INDUSTRY

You can't talk about life in post-war America without referring to radio, radar, electronics, frequency modulation, television, improved telephone and telegraph service and all the other wonders of electronics and communications.

And, in Baltimore, communications is represented by the factories and research laboratories of the leaders of the industry!

The growth of this new industry in Baltimore is typical of what is happening in more than 100 different industrial classifications in Baltimore—the fastest growing big city in the East. The present boom is simply continuing and accelerating the trend of the last 25 years—a steady growth, an expansion in industrial output, in wage earners and in payrolls. Baltimore's great diversification of industry insures continued progress. Now, and in the peace to come, Baltimore is one of America's great markets—and Baltimore's number one advertising medium is WBAL.

WBAL *means business in Baltimore*

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Inflection

"THE MANNER of saying it."

Buried deep in a public notice issued Feb. 1 by the FCC, announcing Order 119, which proposes a rule requiring networks to record all programs were those five words—words that obviously are the basis for the program-supervising action.

Reasons given for the proposed regulation (new Sec. 3.409) were many. The Commission cited various sections of the Communications Act, one a prohibition against "obscene, indecent or profane language". Another was under Sec. 303 (j) which authorizes the Commission to keep records of programs "as it may deem desirable".

Certain Congressmen have engaged in floor attacks on Walter Winchell and Drew Pearson, Blue commentators, and both commentators have referred to them in their broadcasts. FCC Chairman Fly is understood to have procured copies of scripts used by the commentators at the request of the Congressmen, but the scripts appeared inoffensive.

"It's not what he said about me, it's the way he said it," one Congressman stated. Whether that had any bearing on Order 119 is debatable. The fact remains the Commission's own public notice states:

". . . unless some recording is made, what was actually said, or the manner of saying it, on a radio program cannot be definitely established after it has gone out on the air."

Get the Answer

LAST WEEK the Arizona Publishing Co. filed with the FCC its formal application for sale of its radio interests (control of KTAR and KVOA and minority interests in KYCA and KYUM) to John J. Louis, Chicago agency executive. The application stated that the reason for the sale, was "the apparent antagonism of the Federal Government and the Federal Communications Commission toward newspaper ownership of radio stations".

That statement comes in the face of the FCC's recent action dismissing its proposed newspaper divorcement regulations, and stating in substance, that newspaper ownership cases will be considered upon their individual merits. Various interpretations have been placed upon the FCC's action, announced informally by press release. At best, however, the action was inconclusive and doesn't settle the newspaper ownership question.

His reasoning seems cogent, for the FCC a few days following dismissal of the newspaper orders, cited for hearing the application to transfer control of KYCA to Mr. Knorpp's company, stating it wanted to determine whether it would effect "a concentration of control" of media in Arizona.

Here we have one extreme interpretation, wherein W. W. Knorpp, publisher of the Arizona newspapers, feels that the Commission did not settle the question of discrimination against newspapers in dismissing orders 79 and 79-A last Jan. 13.

On the other hand, the Newspaper Radio Committee, which fought the FCC's order from the start, "welcomed" the Commission's action, viewing it as the answer. But it still seeks clarifying legislation.

On another recent occasion, Former Gov. James M. Cox of Ohio, a station owner and newspaper publisher, said he was convinced FCC Chairman Fly "wants radio to be turned over, if not abruptly, then by easy stages as political conditions permit, to the Government" [BROADCASTING, Feb. 21].

Confusion exists as to where radio is headed. The post-war introduction of television and FM and facsimile; greater newspaper and motion picture industry participation in these fields, and the resultant question of "duopoly" is bound to arise.

The policy should be settled. It must be forthright, outspoken and conclusive, not veiled innuendo or bureaucratic double-talk. The expression should come from Congress in the legislation now being written by the Senate Interstate Commerce Committee.

'Here's to Youth'

OUT OF THE welter of war problems and the post-war conversion has come the imperative need of preparing the nation's youth to meet tomorrow's challenge. It is covered under the general heading of "juvenile delinquency".

No one has escaped the exigencies of war. Many homes have been disrupted. The hand that rocked the cradle may now be busy making war materials. There are innumerable cases of younger children cared for in nursery school with the older ones left pretty much on their own. Juvenile delinquency has increased with the eradication of sand lots, swimming holes, and, most important, parental guidance.

What job could radio do? It has put over every campaign it has undertaken. Networks and stations alike have pitched in, collaborating with local and national agencies.

NBC started a 13-week *Here's to Youth* program (1-1:30 p.m., Saturdays) last Jan. 15. After eight weeks the program, developed in cooperation with 10 national organizations, has drawn favorable comment from juvenile court judges, the American Medical Assn. and the nation's press.

Unlike many "public service" broadcasts which dramatize the problem and leave to the listener the solution, *Here's to Youth* not only outlines today's problems but offers the solution. *Current Comment*, journal of AMA, observes:

"Instead of running to Washington with outstretched palms and demanding that the Government appropriate millions and establish another Federal bureau, the youth agencies concerned, together with the NBC, are trying to mobilize communities for local cooperation and are showing in each script exactly how it can be done. . . . It is a splendid suggestion to post-war planners that the American spirit of enterprise is not dead and that it does not need to center in the nation's capital."

Here is another standout example of radio's ability to do the job because of its warmth and living-room intimacy. And because the public has confidence in its radio.

Our Respects To -

ARTHUR SIMON

TWENTY years ago a young boy was preparing parcels for shipment in the factory of an electric fixture company when one of the executives asked, "Who is that boy? He's the best package wrapper we have." As he walked out of the door, he added, "Keep him on."

Arthur Simon didn't stay on long, however. He had bigger packages in mind. And today he's wrapping them up daily for WPEN, Philadelphia, where he is general manager.

Long before the war, Mr. Simon had realized the value of Foreign Language programs. He knew how they knit together people far from their own homes, and he realized that these programs, if handled correctly, stimulated the loyalty of these people to their adopted country.

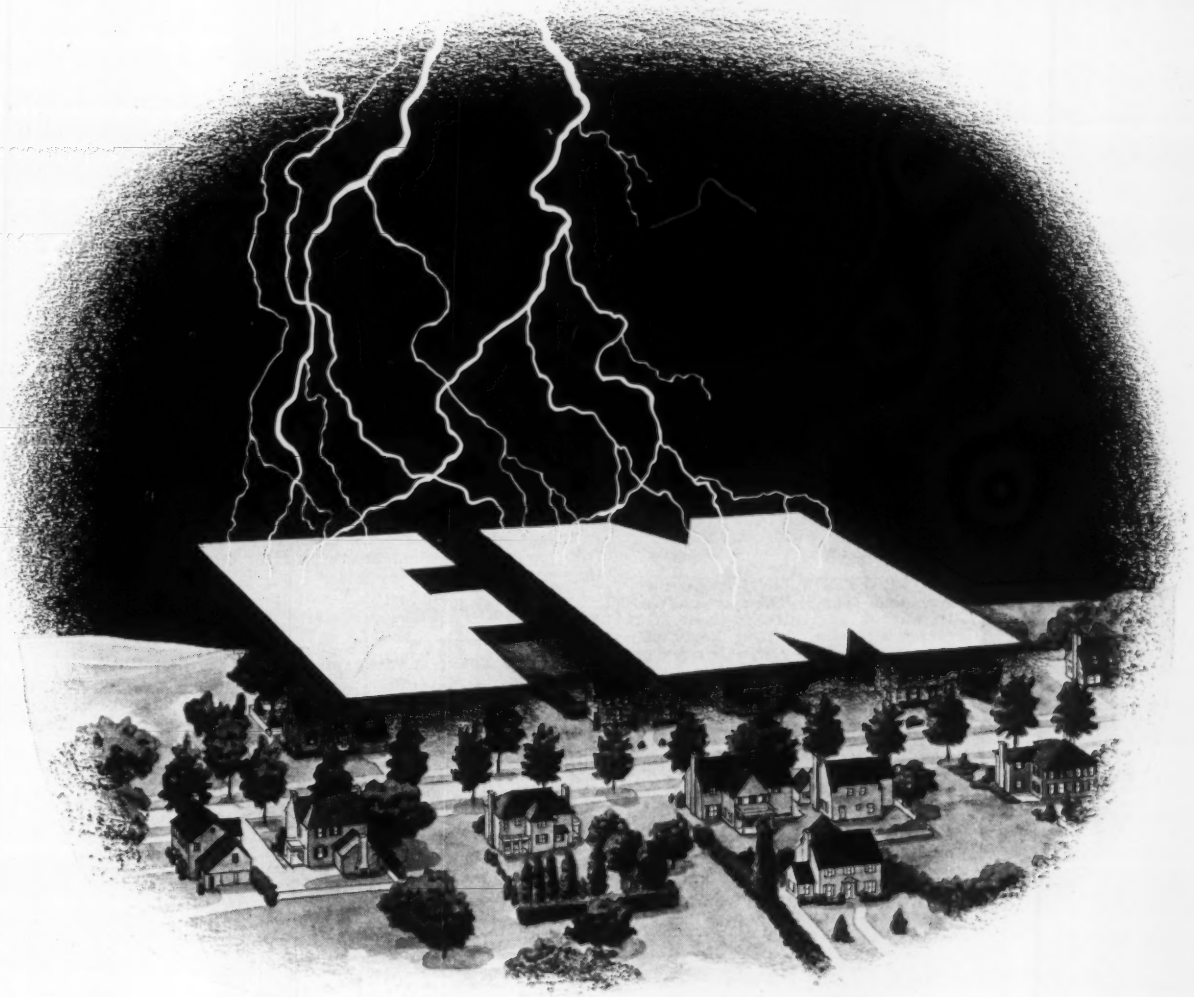
When war came, other stations which had been using foreign language broadcasts, were confronted with the problem of whether to continue or not. Faced with possible Government control, these broadcasters decided to cooperate and out of their thinking evolved the Foreign Language Radio Wartime Control. Chairman of the group was the experienced Arthur Simon. In almost no time, under his direction, a smooth-functioning, efficient organization was formed, doing an important job for the war effort, and of great help to the stations and to radio as a whole.

Commendation for the work of Art Simon in the project has come from many sources, but special praise came from J. Harold Ryan, then Assistant Director of the Office of Censorship and president of NAB. "This office is indebted to you and your fellow broadcasters who represented us in this undertaking," he wrote. "It is indebted as well, to all Foreign Language broadcasters who have met a difficult situation and solved it with no thought of their own problems, but with consideration only for the security of their nation at war."

Arthur Simon's business career began in New York, where he was born on Jan. 9, 1908. At 7 he was a newsboy, and while in high school he served as shipping clerk for a factory during his summer vacation.

In rapid succession came positions as manager of a concert bureau in New York, a year in Hollywood as advertising director and then back to New York for a post with NBC. After six months with *Variety*, he took a position with *Radio Daily* as a special representative. Two years later, he went to his present position with WPEN. This is his sixth year as manager of the Bulova-owned Philadelphia in-

(*Continued on page 42*)



SILENT STORM

C-r-a-s-h. Another storm is rumbling overhead. Thunder roars through the night. Lightning streaks madly to earth. With them comes the enigma of every radio listener . . . tube rattling, nerve racking *static*.

Yet in thousands of Wisconsin homes, the warm, vibrant tones of WMFM, The Milwaukee Journal FM station, are coming through with never a variation or distortion. Thanks to the miracle of static-free, crystal-clear FM broadcasting, WMFM silences storms, ignores interference and delivers perfect reception under all conditions.

From the WMFM studios in Milwaukee's ultra-modern Radio City comes a wide variety of *distinctive* programs. Little wonder WMFM has been so eagerly accepted by its community of listeners, for since its premiere broadcast as the first FM Station west of the Alleghenies, it has been programmed to the wants of the people of Wisconsin.

THE MILWAUKEE JOURNAL FM STATION

Member—The American Network

BLUE NETWORK
SHOWS
+
NEWS
+
GOOD LOCAL
SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Personal NOTES

DOUGLAS COULTER, CBS vice-president in charge of programs, is recovering from pneumonia and is expected back at his desk in a week or ten days. He was taken ill about three weeks ago.

B. E. POWERS has been named an assistant to Jack Donohue, district sales manager of the Blue Network in Detroit. Mr. Powers will cover network sales in Detroit and Cleveland and will be in charge of spot sales in that area for WJZ WENR KGO WMAL and the Pacific Blue Network.

CAPT. CHARLES L. BELFI, formerly general manager of KABC San Antonio, Tex., has been assigned to duty at Napier Field, Ala., as civilian employment officer.

LEO J. FITZPATRICK, vice-president and general manager of WJR Detroit, is currently in New York conferring with former Postmaster-General Jim Farley who is scheduled as March 18 guest speaker on the WJR produced *Victory F.O.B.* sustaining program heard weekly on 110 CBS stations.

ALLAN CURNUTT, former manager of WCLO Janesville, Wis., has joined the sales staff of WTMJ-WMFM Milwaukee.

SOCS VRATIS, commercial manager of KGVO Missoula, Mont., was inducted into the armed service March 7.

WILLIAM H. ROTERT and Eugene Ader have joined the sales staff of WSAI Cincinnati. Mr. Rotert was formerly with the Loose-Wiles Biscuit Co. and Mr. Ader was previously with the American Radiator Co.

R. P. JONES, sales representative for Specialty Sales, subsidiary of WLW Cincinnati, has been inducted into the Army.

TED McCANN, formerly with the *Shreveport Times*, has joined the sales staff of KTSA San Antonio, Tex.

MORTON SIDLEY, sales manager of KSFO San Francisco, is the father of a boy.

JOHN M. RIVERS, president of WCSC Charleston, S. C., and Walter Huffington, area manager for the OWI, toured South Carolina radio stations March 8-9. Mr. Rivers has been appointed South Carolina consultant.

CECIL K. BEAVER, commercial manager of KARK Little Rock, Ark., is the father of twin girls.

Our Respects to

(*Continued from page 40*)

dependent. When time allows, he relaxes at tennis and gin rummy, usually with the young and attractive Mrs. Sybil Simon. His clubs also take up much of his time. He belongs to the Variety, Poor Richard and Grand Street Boys clubs. And when he isn't at his desk at WPEN, he is entraining for Washington or New York, on FLRWC or WPEN problems. Between times, he is busy as a liaison officer for the Office of Censorship, and a member of his local Civilian Defense Group.

ALBERTSON JOINS RADIO LAW FIRM

FRED W. ALBERTSON, associated with the law firm of Dow & Lohnes, Washington, since 1935, has been made a member of the firm, according to an announcement last week by Fayette B. Dow and Horace L. Lohnes. Announcement also formally was made of the association of Robert L. Irwin, former senior examiner of the FCC, with the firm, now known as Dow, Lohnes & Albertson.

Mr. Albertson, who began in radio as an amateur, attended both the engineering and law schools of U. of Michigan. He received his law degree in 1933. From 1927 until 1934, he was in charge of radio communication for the university in connection with the Arctic and Antarctic expeditions sponsored by the institution.

Although specializing in communications law, Mr. Albertson has retained his technical interests. He is secretary-treasurer of the Institute of Radio Engineers, Washington section.

NEW CRYSTAL STANDARD

AMERICAN STANDARDS Assn. of New York has announced a new standard for quartz crystals used for control of frequency in aircraft radio equipment. The crystals prevent interference between radio stations both aloft and on the ground. For the first time the standard coordinates British, Canadian and U. S. practice in the manufacture of aircraft crystal units. A copy of the *American War Standard for Crystal Unit* CR-1/AR (C75.11-1944) may be obtained from the Association, 29 West 39th St., New York 18, for 25 cents.

C. W. WRIGHT of Stovin & Wright, station representatives, has been elected president of the Radio Executives Club of Toronto. Harry E. Foster of Foster Agencies, Walter Elliott of Elliott-Haynes, research organization, have been elected vice-presidents; Walter Enger of Stovin & Wright, has been elected secretary; and J. Reg Beattie of All-Canada Facilities, treasurer.

BEN S. LOCHRIDGE, formerly on the sales staff of KMOX St. Louis, has joined the Chicago sales staff of the Ideal Women's Group magazines.

GENE WILLIAMS, for 13 years in charge of special sales promotion for *Gazette* and WCLO Janesville, Wis., hos been appointed commercial manager of KPRO Riverside, Cal.

Blue Promotions

MERRIT R. SCHOENFELD, former network sales manager of the Blue central division, has been promoted to assistant general manager, according to E. R. Borroff, vice-president of the division. Other changes in the organization include E. K. Hartenbower, new sales manager, and assistant sales manager, Gilbert R. Berry, former sales manager of WENR Chicago. Mr. Schonenfeld entered radio in 1936 as a network salesman for NBC after serving with Chicago agencies, and became network sales manager of the Blue in 1942. Mr. Hartenbower was on the sales staff of WENR and WMAQ Chicago before joining the Blue. Mr. Berry was associated with Hearst Publications in Chicago and with Katz Agency, Kansas City before joining NBC in 1942. He will continue to supervise WENR and Blue spot sales operations in Chicago.

Dixie McKey Joins Oklahoma Pub. Co.

Leaves Graybar to Supervise Firm's Radio Operations

DIXIE M. McKEY, for 21 years with the Graybar Electric Co., will join the staff of the Oklahoma Publishing Co. as technical supervisor of radio operations on April 1, according to Edgar T. Bell, business manager.

Mr. McKey

With Graybar, Mr. McKey held the position of general communications engineer. He was a radio pioneer, having joined the Navy at 17 back in 1914 and served 10 years.

He joined Graybar in 1923 and was on the technical staffs of AT&T and Bell Laboratories working on transoceanic and later on aircraft radio telephone systems. While with AT&T he acted as sales manager of broadcasting equipment and for two years served as manager of the Graybar Atlanta branch.

Oklahoma Publishing Co. radio operations include ownership of WKY Oklahoma City and operational management of KVOR Colorado Springs and KLZ Denver. Shortly before announcing the McKey appointment the company placed its application for FM and television licenses for WKY and KLZ.

McKey's headquarters will be in Oklahoma City and his research and experiments in practical operation of FM and television transmitters, will be on the flat plains of Oklahoma and the mountainous country of Colorado, where transmission characteristics differ widely.

Thomas F. Burley Jr.

THOMAS F. BURLEY Jr., 48, president of WCAP Asbury Park, N. J., died of a heart attack at Monmouth Hospital early Tuesday, March 7, after a month's illness. Arriving at Asbury Park in 1927, Mr. Burley served as director and technical advisor of the station from that year until 1943, when he succeeded George S. Ferguson as president. Mr. Burley is credited with having introduced the sidewalk-interview type of program in 1928.

AIRLINES NEW POST

RUSSELL H. POTTER, former acting director of the OPA for New York State, and before that with Nash Motors and Bell Telephone System, has joined American Airlines, New York, as national promotion director, a new post. Supplementing regional operations, American Airlines publicity will be handled on a national basis with tie-ins on radio and space advertising with other companies, such as American Airlines material on the Horace Heidt program for the Hires Co. on the Blue. NBC will be supplied with human interest stories on company pilots. Wartime budget would preclude any regular radio advertising for the duration.

The SUPER-MARKET of Recorded Radio Shows

IF you are looking for sure-fire, ready-made programs to solve the help problem, have a look at the shelves at radio's super-market, the NBC Radio-Recording Division.

You'll find a show for every taste, well-seasoned and neatly packaged, unrationed and far below the ceiling prices.

NBC's list of syndicated features contains many programs of varied lengths and varied subjects . . . all within a price range which enables you to keep the budget balanced . . . all of *proven* worth.

Here are a few of the outstanding buys:

The Weird Circle—spine-tingling mysteries by master storytellers of the past;

Modern Romances—real-life love stories, vibrant enough for the young, mellow enough for the old, from the pages of Modern Romances Magazine;

Stand by for Adventure—tales of exciting happenings in far places, among strange people;

Through the Sport Glass—a close-up of America's sports personalities and events with Sam Hayes.

The big-time list goes on and on—The Name You Will Remember, Let's Take a Look in Your Mirror, Betty and Bob, Time Out for Fun and Music, Getting the Most Out of Life Today—and many others.

And don't forget radio's super-market has a catering department too—to build programs to your specifications.

National Broadcasting Co.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

TRI-PENN MARKET

WKBO HARRISBURG

WORK YORK

WGAL LANCASTER

The PLUS Buy in the Heart of PENNSYLVANIA

NBC MUTUAL

PAUL H. RAYMER
Sales Representative

BEHIND the MIKE

EDWIN SHIER, formerly of WCOL Columbus, O., has joined the staff of KXEL Waterloo, Iowa, as announcer. Isabelle Loar, KXEL continuity editor, has won first place division in the radio scripts division of the 1944 Iowa Press Women contest. Glenn Goodwin, KXEL announcer, is now news editor of the station.

JUDGE CHARLES N. FEIDELSON, author, lecturer, and former regional director for National Labor Relations Board, has been appointed educational director of WSGN Birmingham, Ala.

BASKETT MOSSE, NBC central division news and special events editor, has been added to the Northwestern University faculty as instructor in news broadcasting—a new nine-week course of the Medill School of Journalism.

MACK BENOFF, Hollywood writer, has been added to the staff of CBS *Jack Carson Show*.

MAJ. MEL WILLIAMSON of the Radio Branch, War Dept. Bureau of Public Relations, has been appointed chief of the West Coast office.

DON STANLEY, announcer of Blue Chicago, has joined NBC Hollywood.

1ST LT. JACK DeCHANT, who has been making battle broadcasts in the field for the Marine Corps, has returned to Marine Corps Public Relations headquarters in Washington.

GEORGE EDWARDS, formerly with several West Coast newspapers, has joined KNX Hollywood news bureau as writer.

BARNEY CORSON, formerly on the staff of KMA Shenandoah, Ia., is now a Lt. (j.g.) in the USNR and is on active duty at Tucson, Ariz.

JEAN GAW has joined the continuity staff of KMA Shenandoah, Ia.

GEOFF DAVIS, discharged for medical reasons after two years in the Royal Canadian Air Force, has joined the announcing staff of CBM Montreal. Before joining the RCAF he was with CBR Vancouver.

BOB HARVIE, formerly of CJKL Kirkland Lake, Ont., and Marcel Parent, formerly of CHLP Montreal, both now in the Royal Canadian Air Force, are program director and French newscaster respectively of the RCAF local broadcasting station VORG Gander, Newfoundland.

2ND LT. ("Doc") LINDSAY, formerly program director of CKGB Timmins, Ont., is now stationed at Newmarket, Ont. Canadian Army training camp.

RALPH COLE, ex-Marine Sargeant recently returned from Guadalcanal, has joined WNBF Binghamton, N. Y., as announcer. He is new to radio.

WALTER HAYDUCK, former WMFF Plattsburg, N. Y. announcer, has joined the announcing staff of WNBF Binghamton, where he will be known as Wally Hay.

BILL EDMONDS, announcer at WHN New York for the past three years, is the father of a boy.

RICHARD M. DAY, former Air Force Captain, has joined KDB Santa Barbara as program director.

SAMUEL PAGE, new to radio, has joined WNBF Binghamton as announcer.

NORMAN PAULSON and Roy Laube are two new announcers at KMA Shenandoah, Ia.

KAY WEAR, former CBS copy writer, is now assistant copy director for WMBD Peoria. Effie Cooke and Bob Savage are new members of the WMBD copy staff. Paul Gibson now handles publicity and local news for the station.

ANNIE LEE STAGG, staff announcer of WSB Atlanta, has been promoted to assistant production manager.

FRANKLIN PAGE of the WCCO Minneapolis newsroom, has resigned to join the *St. Paul Dispatch*. He is replaced by Charles Sarjeant of Saginaw, Mich.

JACK SNOWDEN and Otis Bottoms have joined the newsroom staff of KOA Denver. Cecil Seavey and Rolph Hertsgaard are new members of the KOA announcing staff. Mr. Hertsgaard, formerly with WCCO Minneapolis, replaces Jack Hitchcock, who has taken an OWI overseas assignment.

LT. RONALD DECON, Royal Canadian Artillery, former announcer of CKX Brandon, who has been on active service since June 1941, is temporarily posted at Winnipeg.

GARRY HERALD has joined the announcing staff of CKY Winnipeg.

SUB-LT. MAURICE BURCHELL, Royal Canadian Navy, formerly of CKY Winnipeg, has left for a post on the East Coast.

CORP. WILF DAVIDSON, Canadian Army, formerly of CKY Winnipeg, is now stationed at Toronto where he is working on plans for a new Canadian Army radio show.

BERNICE PRESTHOLT, of CBS Hollywood publicity department, has joined Paramount Pictures Inc. in a similar capacity.

AL RICE, of the WIS Chicago continuity staff, and Marian Nelson, of the Chicago office of Leo Burnett Advertising, were married in February.

PAUL KARNES, executive representative of Press Assn., has been appointed central division manager in Chicago, replacing Robert F. Hurleigh, who has resigned to join CBS Chicago as a news analyst.

SGT. JAMES O. HARDIN Jr., USMC combat correspondent, responsible for many of the battle broadcasts made in the South Pacific, is returning to this country for Officer Candidate School.

WALTER RUNDLE, formerly promotion manager of United Press, has been appointed UP manager for China. Joining UP in 1929, Mr. Rundle has served with various domestic bureaus throughout the country. He was with UP Radio in New York for a year and a half.

ROYAL ARCH GUNNISON, Mutual commentator, left New York last week for a two-week tour of the mid-west to gather first-hand material on public attitudes towards the coming election.

ARCH ROBB, assistant eastern program manager of NBC, is the father of a boy.

ED DUNDON, formerly on the announcing staff of WTRC Elkhart, Ind., has joined the announcing staff of WBYN New York.

ROBERT DUMM, formerly director of special events at KSFO San Francisco, has been commissioned an ensign in the Navy and is now stationed at Fort Lauderdale, Fla.

BUD MARKLE, formerly of WCAX Burlington, Vt., is now an announcer with WCHS Portland, Me. Hal Dyer has returned to the WCHS announcing staff.

PAUL GLYNN, former publicity director for WTOP-CBS Washington, has been promoted to a full lieutenant, USNR.

GIRL WITH GESTURES is 23-year-old Virginia Lee Dodge of KGO, Blue Network outlet in San Francisco, and one of the youngest producers in network radio. Besides handling several Pacific Coast music shows Miss Dodge is producer of Art Linkletter's daily program *What's Doin', Ladies?* In background is Andy Andresen, KGO engineer.

UPTON CLOSE, Mutual and NBC commentator, is making a cross-country tour to gather material on the forthcoming national election. He is sponsored on Mutual by Lumberman's Mutual Casualty Co., and on NBC by W. A. Sheaffer Pen Co.

SAM MOLEN, sports director of WCHS Charleston, W. Va. and the West Virginia network, will tour the major league baseball training camps starting March 16. Interviews will be recorded for future broadcasts.

JOHN MacLEAN, formerly of the WGKV Charleston, W. Va. news staff, has joined the WCHS Charleston announcing staff.

BOB HENRY, formerly with WCOP Boston and WJAR Providence, has joined the announcing staff of WSRR Stamford, Conn.

AD PENFIELD, newscaster of WSB Atlanta, is the father of a boy.

DICK HAYNES has joined the announcing staff of KMOX St. Louis. He formerly was with KRIC KVOL KHJ KABC KTSA.

HARRY TALBERT of WFOY St. Augustine, Fla., reports for his pre-induction physical exam March 29.

MELBA CATES of Talihina, Okla., is new program director of KWFC Hot Springs, Ark.

DON MILLER, formerly with the Publicity Division of Information of the Treasury Dept., has been appointed an editor on the news staff of KSO-KRNT Des Moines.

GEORGE WATSON and Merrill Daniels are new announcers of WRRF Washington, N. C.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

This advertisement, appearing also in FORTUNE *Magazine for March, is one of a* FORTUNE *series published in the interest of Radio Stations represented by John Blair & Company.*

To sell the car of tomorrow . . .

Studebaker puts the news of today on SPOT BROADCASTING*

DO you depend on Studebaker Spot Broadcasts for news these days? Then you know what tremendous *regular* audiences these locally aired newscasts have. And you know how intelligently . . . *and successfully* . . . Studebaker uses them to maintain its national sales organization by keeping its dealers busy.

How do the dealers themselves feel about Spot Radio? *They love it!* Studebaker radio advertising goes out over high-powered local stations with a wide area coverage. It goes out at the right time and to the kind of audiences most likely to be interested in the Studebaker messages.

Ask your John Blair man about Spot Broadcasting. He has spent years helping to make advertising solve tough sales and merchandising problems . . . and he'll gladly add his knowledge of radio and fine radio stations to yours.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Chicago
New York
St. Louis
Los Angeles
San Francisco

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

**Spot Broadcasting is radio advertising of any type, from 25-word announcements to full-hour shows, planned and placed on a flexible market-by-market basis.*

CHARLES POINTEL, announcer of KARK Little Rock, Ark., is awaiting call to active duty in the Army. Hubert Mitchell is a new member of the KARK announcing staff. Jack Woolridge has succeeded Henry Orbach, resigned, as news editor and announcer.

BOB WESSON, publicity and promotion manager of KGO San Francisco, is the father of a boy.

MITCHELL B. DeGROOT Jr. has been appointed publicity director for WCAE Pittsburgh. He was formerly with the W. Earl Bothwell Advertising Agency.

TED MacMURRAY, member of the BLUE Network's Central Division production staff since 1942, left Chicago March 11 to assume duties as production manager of the Blue's Hollywood division.

RUSS DAVIS, Chicago free-lance writer and announcer, and formerly associated with Arbee Food Products, Kansas City, as radio director, and KWTO Springfield, Mo., joined the announcing staff of WBBM Chicago, March 2.

Dwan to NBC

ROBERT DWAN has resigned as program director of KGO San Francisco, to join the NBC Hollywood production staff. He replaces Archie Scott who left NBC to join McCann-Erickson as producer of *Top of the Evening*, starting March 13 on Blue stations with Westinghouse Electric & Mfg. Co. as sponsor. John Zoller, with honorable discharge from the Army, has also joined NBC as producer. He replaces Harry Saz who joined Foote, Cone & Belding as assistant producer of the five-weekly quarter-hour Blue program, *Hollywood Star Time*, sponsored by RKO Radio Pictures Inc.

BERNARD MORLEY, announcer and sportscaster at WHCU Ithaca, N. Y., has been appointed continuity director.

GEORGE PETHICK, formerly at WATR Waterbury, Conn., is a new member of the WTAG Worcester announcing staff.

BARBARA LANG, for 2 years a women's commentator with WINN Louisville, Ky., has joined the WBBM Chicago educational department. Another addition to the WBBM educational staff is Evelyn Dow, whose husband, Major Clayton H. Dow Jr., now in Algiers, was formerly a CBS engineer in New York.

PERRY DICKEY, assistant director of the program development department of NBC New York, is the father of a boy.

ROBERT MOSS, formerly Blue western division production manager, has been transferred to the Blue New York production staff.

BOB EMERY, founder and conductor of *Rainbow House*, children's program on WOR New York, will produce and direct the WOR weekly experimental television series on the DuMont station W2XWV beginning with the telecast of March 14.

TONY RUGEN, formerly on the announcing staff of WSBA York, Pa., has joined WAAT Newark as announcer.

PAT QUINN has joined the announcing staff of WJR Detroit.

Invasion Coverage Causes NBC Shifts

Realignment of Foreign Staff Is Effected by Network

A NUMBER of reassignments for NBC's news executives and broadcasters were announced last week in preparation for coverage of large scale military operations abroad and of the political campaign at home.

Francis M. McCall, manager of operations at NBC's news and special events department, previously reported ready to go to London [BROADCASTING, March 6], has been assigned to assist Stanley Richardson, London manager, in the coverage of invasion news. Adolph Schneider, NBC news editor, will serve as acting operations manager. Ann Gillis, Washington representative of CBS' news and special events division from 1936 until a year ago, has been named assistant to William F. Brooks, director of news and special events. She is the wife of Bill Slocum Jr., CBS special events drector.

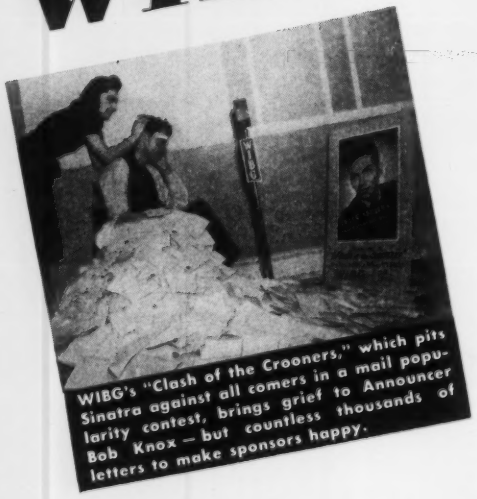
W. W. Chaplin, who is among the NBC commentators and correspondents receiving new assignments, according to the announcement last week by Mr. Brooks, will leave shortly for London. His spot on *World News Roundup* will be taken over during his absence by Don Hollenbeck, who recently returned from North Africa, and Italy, where he was one of the few reporters to cover the Salerno invasion. David Anderson, NBC representative in Stockholm, is also heading for London, his post in the Swedish captal falling to Bjorn Bjornson, who has been transferred from Iceland. Returning after a year and a half abroad, Elmer W. Peterson will be assigned to a news spot on NBC's domestic news broadcasts. Roy Porter, Blue analyst before joining NBC last fall, has been assigned to India to cover hostilities in that area.

RCA Signs Contract

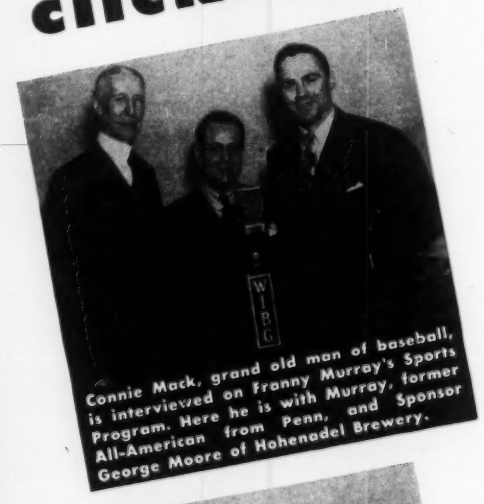
AMERICAN COMMUNICATIONS ASSN. has announced completion of a new contract for technical employes of WHN New York setting a new top of $80 weekly for technicians and $90 for supervisors and recognizing accumulation of seniority of men in the armed services. WHOM Jersey City has recognized ACA as collective bargaining agent for its staff announcers and technicians and a contract is now being negotiated, the union reported, adding that ACA has petitioned the NLRB for recognition as bargaining agent for announcers and technicians at WABF New York, FM station operated by Metropolitan Television.

NORRIS GOFF, who is "Abner" in the Miles Labs.' program *Lum 'N Abner* on the Blue Network, has passed his Army physical.

Here's why WIBG is clicking!



WIBG's "Clash of the Crooners," which pits Sinatra against all comers in a mail popularity contest, brings grief to Announcer Bob Knox — but countless thousands of letters to make sponsors happy.



Connie Mack, grand old man of baseball, is interviewed on Franny Murray's Sports Program. Here he is with Murray, former All-American from Penn, and Sponsor George Moore of Hohenadel Brewery.

Mr. and Mrs. Charles Young receive a check for $500, won on the Housewives' Jackpot Program. One of the program's sponsors, the W. N. Montgomery Company, represented by J. G. Raser, who smiles happily, as does Announcer Doug Arthur.

Programming right down the listener's alley — with plenty of features that create b-i-g audiences — that's the secret of our success. And we spell success this way at WIBG — $-U-C-C-E-$-$. Our sponsors like it!

WIBG

Philadelphia's Most Powerful Independent

10,000 WATTS — 990 K. C.

SPOT SALES INC. — REPRESENTATIVES

WBBM's BEST PROGRAM

...has 198 years of radio behind it

WALTER PRESTON
Program Director
19 years in radio
(13 years at WBBM)

CAESAR PETRILLO
Music Director
6 years at WBBM

GEORGE CASE
Ass't Program Director
15 years in radio

TED ROBERTSON
Director
13 years in radio

FRED KILIAN
Production Manager
8 years in radio

O. J. NEUWERTH
Director
12 years in radio

JIM JEWELL
Director
15 years in radio

HUNTER KAHLER
Ass't in charge of Small Groups
9½ years at WBBM

JOSEPH ENGELHARDT
Concertmaster & Music Director
9½ years at WBBM

JIMMY HILLIARD
Ass't Music Director
10 years at WBBM

LARRY KURTZE
Director
9 years in radio

GEORGE CLARE
Producer-Scheduling
8 years in radio

AL CHANCE
Director
15 years in radio

MORT HALL
Continuity Writing Supervisor
9 years in radio

GIL FAUST
Director
8 years in radio

L. D. BARNHART
Director
8 years in radio

AL MOREY
Director
8 years in radio

GEORGE MARKS
Producer-Writer
5 years in radio

JOHN BARNES
Special Writer
2 years in radio

MICHAEL CONNOR
Producer-Writer
7 years in radio

JANET KUBICZ
Junior Producer
3 years in radio

TWENTY-ONE master showmen—whose total radio experience adds up to 198 years—direct WBBM's biggest program.

The knowledge and skill of these 21 experts have kept WBBM the most sponsored station in Chicago for 19 straight years.

Our best program is the one followed by our *showmanship* department; *the program of building radio shows to perform specific selling jobs successfully.*

When you buy radio—local, national spot or network*—see what our professionally staffed *showmanship* department can do to program that time so it will produce the maximum sales per advertising message.

WBBM
CHICAGO'S
Showmanship Station
50,000 Watts · 780 kc.
COLUMBIA OWNED
CBS

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

*WBBM originates these network programs: Helen Trent, Ma Perkins, Radio Newspaper of the Air, First Line, American Women, America in the Air, Bachelor's Children, Brewster Boy, Of Men and Books, Blue Jacket Choir, Something to Talk About.

MORNING

First

27.0

(2nd station 22.8, 3rd station 22.8)

AFTERNOON

First

34.1

(2nd station 21.5, 3rd station 13.5)

EVENING

First

41.0

(2nd station 23.5, 3rd station 17.6)

But This is the Usual Story for WRC

We've Been FIRST Continuously Since 1923

WRC

NBC Washington

Agencies

BENJAMIN KLEIN, formerly with the research and planning staff of the Office of Price Administration in Washington, D. C., will head the newly established research department of John A. Cairns & Co., New York. Before joining the OPA, Mr. Klein headed the marketing research department of Fairchild Publications, New York.

M. DONALD MILLSTONE, formerly promotion manager of the Sanforized division of Cluett, Peabody & Co., New York clothing firm, has been named account executive of Benton & Bowles, New York.

LUIS B. PEREZ, formerly chancellor of the Spanish consulate under the Republic, and engaged in technical research in connection with sales promotion and merchandising in Spanish-speaking countries, has been appointed assistant to the export manager of Evans Associates, Chicago.

PETER HAHN Jr., former director of media of E. T. Howard Co., New York agency, and recently discharged from the Army, has resumed his position.

MALCOLM DeWEESE, formerly Pacific Coast manager of Kelly, Nelson & Roosevelt, has joined Botsford, Constantine & Gardner, San Francisco, as account executive.

WILLIAM F. PITNEY formerly associated with the food display advertising department of *Parade*, New York, where he held an executive sales position, has joined MacFarland, Aveyard & Co., Chicago, as vice-president and account executive.

EDWARD BATTEY Jr. and Frank Griffin, vice-presidents and account executives at Compton Adv., New York, have been appointed directors.

JOHN BLACK, a member of the publicity and public relations department of J. M. Mathes Inc., New York, before the war, has rejoined the company. In 1940 Mr. Black left the firm to head U. S. press contacts for the British Library of Information in New York and later was named associate economic analyst in the Dept. of Commerce, Washington.

H. BENTON GOTWALS of Al Paul Lefton Advertising, Philadelphia, was inducted into the Army on March 9.

SIMMONDS & SIMMONDS, Chicago, has announced election of three new officers: Lewis S. Hunt, art director, to vice-president; Lee Hammett, copy chief, to vice-president; and Carmen Guyot, to secretary-treasurer.

FRANCES GOLDIN GUILFORD, formerly an account executive with Alfred J. Silberstein, New York, on March 3 opened an advertising agency under her own name at 350 Fifth Ave., New York, specializing in the shoe and hosiery fields. Telephone is Pennsylvania 6-8518.

LEO MANHEIMER, released from the Army, has opened a new agency bearing his name with offices at 203 N. Wabash Ave., Chicago. Prior to his military service, he had been with Lieber Advertising, Chicago.

DON BELDING, chairman of the board and vice-president of Foote, Cone & Belding, has returned to West Coast headquarters following a week's conference with New York executives.

HAL HORTON has been appointed radio director for the Dallas offices of Grant Adv.

HELEN WILLIAMS, formerly with WIZE Springfield, O., has joined the Chicago office of Bozell & Jacobs as radio script writer.

STARTING NINTH YEAR, Comdr. Fred Scott (seated) as narrator on the weekly *Romance of the Highways* on 35 Don Lee stations, received congratulations of agency executives and network staff following Feb. 20 broadcast. Greyhound Bus Line sponsors the weekly quarter-hour series. Congratulators (l to r) are Bill Davidson, (Bill Tracy) of the dramatic program; Tony LaFrano, announcer; Campbell Beaumont and Anne Hohman, Los Angeles account executives of Beamont & Hohman, agency servicing account; Henry A. Hohman, agency president located in Chicago; Milton Carlson, network account executive; H. D. Cayford, agency San Francisco manager; W. C. Beaumont, agency vice-president.

HOPE HEADS LIST IN HOOPER RATING

BOB HOPE heads the list of the "first fifteen" programs in the Evening Network Hooper Ratings of Feb. 29. *Fibber McGee & Molly* ranks second, followed by *Aldrich Family*. The list continues: Charlie McCarthy, *Radio Theatre*, Walter Winchell, Davis with Haley, Jack Benny, Abbott and Costello, *Screen Guild Players*, *Mr. District Attorney*, Bing Crosby, Frank Morgan-Fanny Brice, *Take it or Leave it*, and Kay Kyser. Red Skelton continues to lead those programs broadcast after 10:30 p.m. (EWT) and therefore not measured in the Eastern Time Zone. His rating is 33.0.

Among programs included in the list of subscribers to the C. E. Hooper service, *Take it or Leave it* has the highest "sponsor identification index", with 85.1% able to identify the advertiser; 13.5% unable to name the sponsor; and 1.4% giving incorrect identification. *Great Gildersleeve* heads the list of five subscriber programs rated according to the number of listeners per set, followed by *Saturday Night Serenade*, Charlie McCarthy and *Blondie*, with Walter Winchell and the *Lone Ranger* tying for fifth place. A breakdown according to age and sex groups shows that *Serenade* has the greatest number of women listeners per set, while Walter Winchell draws the greatest number of men, and *Lone Ranger* the most children per set.

Average evening program rating of 11 shows a slight drop of 0.8 from a year ago, but no change from the last report. There is an 0.3 rise in the average sets-in-use figure over the previous report, and the average available audience is 79.4, a drop of 1.8 from last year's report, and a rise of 0.2 over the most recent report.

BENES ON CBS

PRESIDENT EDUARD BENES of Czechoslovakia is heard from London on CBS March 14, during the second broadcast of the new series *Columbia Presents Corwin*. The occasion is the fifth anniversary of the Nazi invasion of his country. William L. Shirer will also participate in a re-enactment of the broadcast he made from Prague at the time of the invasion.

Coast Campaign

PACKARD BELL Co., Los Angeles (radio equipment), in a 13-week institutional campaign which started March 10, currently is using a schedule of 25-second transcribed chainbreaks on 18 stations in Pacific Coast area. List includes KFI KECA KHJ KNX KFSD KGB KFMB KPO KGO KFRC KALE KEX KGW KOIN KOMO KOL KJR KOL. Placement is through Barton A. Stebbins Adv., Los Angeles. Nat Jeffras is account executive.

HARRY W. BOBLEY, president of the Bobley Co., New York advertising and merchandising counsel, was to be inducted into the Army March 10. Edward Bobley, radio head and former secretary and treasurer of the firm, will replace H. W. Bobley as president. Max Levin, formerly with the War Dept. has joined the script writing staff. The firm was recently organized as a division of the Robert Edwards Co., newsprint advertising specialists.

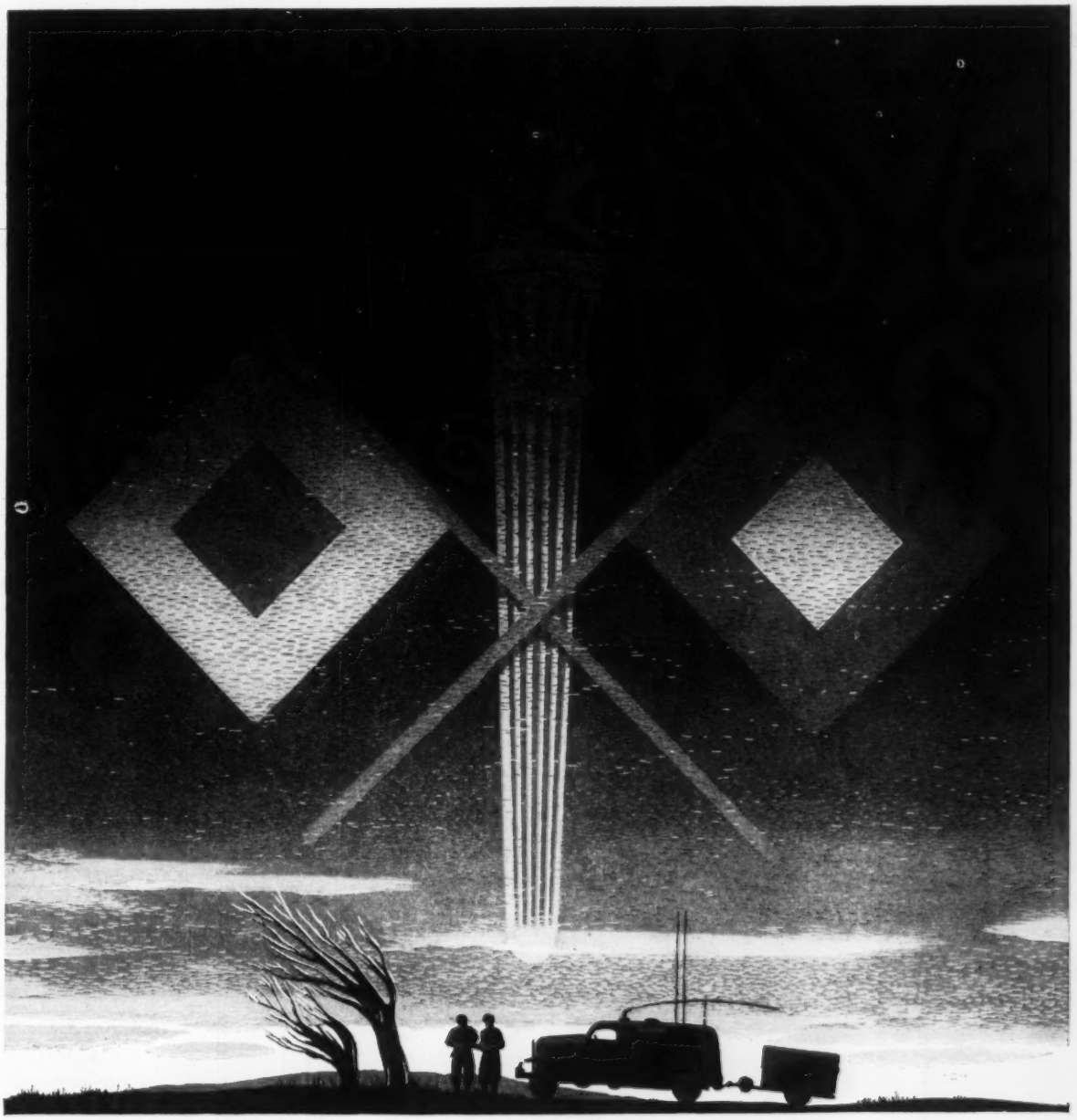
THOMAS F. HARRINGTON, vice-president and radio director of Young & Rubicam, New York, is on leave of absence. His duties are being handled by Hubbell Robinson, vice-president and associate director of radio, Joseph A. Moran, manager of radio commercial copy, and Harry Hackermann, manager of radio production.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS

Spartanburg, S. C.

Represented by Hollingbery



A TRIBUTE to the members of the Signal Corps, United States Army, for their great achievements in the field of military communications. On every front, from the development laboratory to the most remote outpost, they are doing their job superbly well.

Hallicrafters employees are proud of the part they are privileged to take in the design and production of radio equipment for the Signal Corps.

BUY MORE BONDS! **hallicrafters RADIO**

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

Reach the ACTIVE SALT LAKE MARKET

S. S. FOX, President
W. E. WAGSTAFF, Com. Mgr.
National Representative
JOHN BLAIR & CO.

Radio Advertisers

GENERAL FOODS Corp., New York, has signed a 53 week renewal contract for *Dinner Concerts* on WQXR New York. Current contract for the five-weekly half-hour series is effective until June 26. Agency is Benton & Bowles, New York.

BENEFICIAL CASUALTY INSURANCE Co., West Coast insurance firm, on Feb. 27 started five weekly quarter-hour transcriptions of *The Voice of Experience* on KECA KGO KEX KGA KJR. Agency is Hillman-Shane-Breyer, Los Angeles. Program is handled by Voice of Experience Inc., New York. Marcel Schulhoff & Co., New York, is handling advertising for the discs.

FOOD RESEARCH Labs., Long Island City, N. Y., has appointed Charles M. Storm Co., New York, to handle its advertising. No radio is planned.

HOMASOTE Co., Trenton, N. J., has appointed Doremus & Co., New York, to handle advertising for Beaufort Miracle soles for shoes. No radio is planned.

POLK MILLER Products Corp., Richmond, Va., makers of Sergeant's Dog Medicines, and E. F. Hodgson Co., Boston, Mass., prefabricated houses, have appointed N. W. Ayer & Son, New York, to handle advertising. No radio is planned.

OWENS ILLINOIS GLASS Co., Toledo, has appointed Brooke, Smith, French & Dorrance, Detroit to handle advertising for its Insulux division.

MAGAZINE PUBLISHERS Inc., New York, have appointed Ralph H. Jones Co., New York, to handle advertising. No radio is planned.

CHARM KURL Co., St. Paul, has renewed sponsorship of the first quarter-hour period of the half-hour program, *John Betts-Wendell Hall*, Mondays through Saturdays, WGN, Chicago, effective March 6. Contract is for 13 weeks. Agency is United Adv., Chicago.

DETROIT BREWING Co., Detroit, has appointed C. E. Rickerd Adv., Detroit, to handle its advertising. Radio is not contemplated at present.

JOHN LOWE Corp., New York, manufacturers of Popsicle, Creamsicle, and Fudgicle, have appointed Abbott Kimball Co., New York, to handle advertising. Spot radio will be used.

UNION OIL Co., Vancouver, on March 1 started *Grand Old Songs* on CJOR CHWK CKBI CFRN CFCN. Program is heard Wednesday, 11:30-12 midnite (EDT). Agency is Stewart-Lovick, Vancouver.

LONDON HOUSE PRODUCTS, Montreal (coffee), on March 10 to June 2 sponsors *Au Cafe Chantant* on CBF CBJ CBV CKCH, Fridays, 8:30-9 p.m. Agency is Canadian Advertising, Montreal.

IMPERIAL TOBACCO Co., Montreal (Sweet Caporal cigarettes), on March 14 renews to June 6 on CKAC and CHRC *Le Ralliement du Rire*, Tuesdays, 9:30-10 p.m. Agency is Whitehall Broadcasting, Montreal.

JOSEPH B. ELLIOT, former sales executive of RCA Mfg. Co., Camden, N. J., has been appointed general sales manager in charge of sales and advertising of Schick Inc., Stamford, Conn. Before joining RCA, Mr. Elliot headed sales staffs of the Coca Cola Co., New York, Brunswick Radio Corp., Boston, and Mavis Bottling Co., Long Island City, N. Y.

GOLDEN WEST PRODUCTS, Los Angeles (peanut butter), is using announcements on five Southern California stations. Brooks Adv., Los Angeles, has the account.

G. WASHINGTON Instant Broth has begun sponsorship of *Concentrated Food News With Ora Dodd*, Monday Through Friday, 8:15 a.m., over WNAC Boston and 19 Yankee stations.

COMMONWEALTH EDISON Co., Chicago, has renewed sponsorship of its quarter hour program, *Dick Tracy*, Tuesdays and Thursdays, WENR Chicago. Contract is for 8 weeks. Agency is Foote, Cone & Belding, Chicago.

ATLAS BREWING Co., Chicago, on March 6 began sponsorship of a new 10-minute program, *Atlas Sports Reel*, Mondays thru Fridays, on WBBM Chicago. Contract is for 52 weeks. Agency is Arthur Meyerhoff & Co., Chicago.

CENTENNIAL FLOURING MILLS Co., Seattle (Silk Sifted flour), on March 13 starts public service program, *Farming With Kenneth Yeend*, on KIRO Seattle. Contract is for 52 weeks.

POPPY CEREAL Co., Los Angeles (cereal), new to radio, in a 13-week test on Feb. 28 started sponsoring thrice-weekly participation in *Norma Young's Happy Homes* on KHJ. Agency is Associated Adv., Los Angeles.

BROOKS CLOTHING Co., Los Angeles (chain clothiers), is sponsoring the five-weekly quarter-hour commentary and overseas news round-up, *World's Front Page*, on KGB San Diego. Firm on March 7 started sponsoring that program twice-weekly on KHJ Hollywood. Contracts are for 52 weeks. Agency is Hillman-Shane-Breyer, Los Angeles.

TAYLOR AUTOMOBILE Co., Los Angeles (used car dealer), in an expansion of its current radio schedule, on March 3 started sponsoring a weekly hour and a half variety program with news inserts, *Saturday Night Party*, on KFI Los Angeles. Contract is for 52 weeks. A heavy user of local radio, firm also sponsors five-weekly *Voice of the Nation;* transcribed quarter-hour musical program *Tailor Made Melodies* five times per week, with an additional half-hour Sunday period; and *Three Bell News* five times per week on KECA Los Angeles. In addition, used car dealer utilizes a daily hal-hour *Salute to the War Workers* on KMPC Beverly Hills; five-weekly *Defense Workers News* on KHJ Hollywood; and 75 minutes of recorded music each Sunday on KFAC Los Angeles. Darwin H. Clark Adv., Los Angeles, has the account.

C. P. MONAGHAN, for 11 years associated with sales and advertising in the Public Service Co., of northern Illinois, has been named manager of the news and sales training section of Edison General Electric Appliance Co., Chicago (Hotpoint appliances).

NATIONAL Assn. of Margarine Manufacturers, Chicago, has appointed Murray Breese Assoc., New York, to handle an educational campaign for oleomargarine. No radio plans for the present.

T. H. ESTABROOKS, St. John, N. B. (Red Rose Tea), on April 12 renews for 6 weeks on CKAC and CHRC *Le Theatre de Chez-Nous*, Wednesday, 9-9:30 p.m. Agency is McConnell Eastman & Co., Montreal.

20TH CENTURY FOX-FILM Corp., Los Angeles, on March 6 started sponsoring thrice-weekly quarter-hour *Philosophical Commentaries* on KNX Hollywood. Contract is for 13 weeks. Firm in addition is using an approximate total of ten spot announcements weekly on KFI KECA KHJ. Western Adv., Los Angeles, has the account.

Skinner in East

SKINNER MFG. Co., Omaha, will use WOR as New York outlet for promotion of Raisin Bran cereal, starting March 13 with participations on Uncle Don's children's show, and an additional 21 announcements per week on *News of the Farm, Mealtime Melodies, Sun-up Ranch* and *WOR Jukebox*. Contract for 13 weeks was placed by Ferry-Hanly Co., Kansas City.

JOHN OPITZ Inc., Long Island City, has signed a 26-week contract for participations on *Claire Wilson Reports* on WOR New York, effective April 1, for J-P insecticide, and will start participations on *Nancy Craig's Program* on WJZ New York some time in April.

WILLIAM WISE & Son, New York jewelers, new to radio, have started a series of 30 spot announcements weekly on WLIB Brooklyn to continue through March. Agency is Tracy Kent & Co., New York.

BURGESS BATTERY Co., Niagara Falls, Ont., has started spot announcements thrice-weekly on 12 Canadian stations, and on July 1 will expand to six times weekly on the same stations. Account is placed by Stevenson & Scott, Toronto.

NORTHERN ELECTRIC Co., Montreal (appliances), has started *Furlough Dancing Party* weekly on CJOR Vancouver, from the Vancouver United Services Centre. Account was placed by Cockfield Brown & Co., Vancouver.

PURITY BAKERIES Corp., Chicago, has renewed sponsorship of a quarter-hour portion of *Record Reveille*, Mondays thru Saturdays on WGN Chicago beginning March 13. Contract is for 13 weeks. Agency is Campbell-Mithun, Chicago.

B. F. GOODRICH Co., Los Angeles, in a 13-week local help wanted campaign which starts March 15 will use a varied schedule of transcribed announcements on 8 Los Angeles area stations. List includes KFI KECA KHJ KMPC KMTR KIEV KFAC KRKD. BBDO, Los Angeles, has the account.

SIGNAL OIL & GAS Co., Los Angeles (petroleum products), on April 8 will start sponsoring play-by-play broadcasts of the Pacific Coast Baseball League games on KROW Oakland. Schedule including approximately 167 games will continue until September. Placement is through Barton A. Stebbins Adv., Los Angeles.

CHARM KURL Co., St. Paul, began sponsorship March 1 of *Patsy Montana*, featured hillbilly performer, on WGN Chicago. The quarter-hour program, Mondays thru Saturdays, replaces Wendell Hall, who had been featured at that time. Contract is for 13 weeks. Agency is United Advertising Co., Chicago.

Dear Time Buyer—

There's not room here to tell our full story, but if you're looking for more listeners in the southwest, KROD can really deliver them. Please let us give you complete information. Write or call us or our national representatives

HOWARD H. WILSON CO.

KROD
CBS 600 KC 1000 Watts
EL PASO, TEXAS
Dorrance Roderick, *Owner* Val Lawrence, *Manager*

THERE ARE STILL UNDISCOVERED CONTINENTS

COLUMBUS had a definite goal—a westbound sea route to Asia. But what he found was a new continent—a new source of Nature's wealth.

Modern research also has its goals: it, too, is discovering new resources. Starting from the knowns of science, it charts its voyages into the unknown. Behind each voyage is a theory that there is a passageway.

But research doesn't hold stubbornly to its theories. If it finds islands instead of a continent, it accepts them, for it expects the unexpected. It studies their relation to the known lands of science. And on the basis of its increased knowledge, it makes revised plans for progress. In science there is always a continent ahead.

Just what research will disclose can never be forecast. But history has proved that from research flow discoveries of value to mankind. From Bell Telephone Laboratories there has poured a full stream of improvements in the telephone art.

Bell Telephone Laboratories has kept America leading the world in telephony. And its researches have contributed importantly to other arts of communication—to the phonograph and sound-motion pictures, to radio broadcasting and television.

Today, as ever since Pearl Harbor, its efforts in research and design are devoted to the war needs of the nation.

When peace comes, its organized teams of research scientists and engineers will continue to explore and invent and perfect for the improvement of telephony.

BELL TELEPHONE SYSTEM

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WRC Washington

Standard Oil Co. of New Jersey, New York (Esso), 36 *ne* weekly, 52 weeks, thru Marschalk & Pratt, N. Y.
Radbill Oil Co., Philadelphia (Renuzit Dry Cleaner), 3 *sa* weekly, 39 weeks, thru Harry Feigenbaum Co., Philadelphia.
Breyer Ice Cream Co., Philadelphia, 5 *sa* weekly, 52 weeks, thru McKee & Albright, Philadelphia.
Bond Stores, New York (clothing), 3 *ne* weekly, 52 weeks, thru Neff-Rogow Inc., N. Y.
Curtiss Pub. Co. New York (Satevepost), *sa, ne*, 52 weeks, thru McFarland, Aveyard & Co., N. Y.
Fanny Farmer Candy, Rochester, 3 *sa* weekly, 39 weeks, thru J. Walter Thompson Co., N. Y.
Grabosky Bros., Philadelphia (Royalist Cigars), 5 *sa* weekly, 13 weeks, thru Harry Feigenbaum, Philadelphia.
Adam Scheidt Brewing Co., Norristown, Pa. (Valley Forge Beer & Ramshead Ale), 3 *ne* weekly, 52 weeks, thru Lawrence I. Everling Adv. Co., Philadelphia.
Keystone Macaroni Co., Lebanon, Pa., 2 *sa* weekly, 13 weeks, thru James G. Lamb Co., Philadelphia.
Manhattan Soap Co., New York (Sweetheart Soap), 3 *ne* weekly, 52 weeks, thru Franklin Bruck Adv. Co., N. Y.

WGY Schenectady

Cocilana Inc., Brooklyn (cough nips), 5 *t*, weekly, 15 weeks, thru Al Paul Lefton, N. Y.
M. J. Breitenbach Co., N. Y. (Gude's Pepto-Mangan), 3 *sa*, weekly, 13 weeks, thru Joseph Katz Co., N. Y.
Hy-Trous Corp., Boston (liquid plant food), 2 *sa* weekly, 13 weeks, thru Broadcast Adv., Boston.
Procter & Gamble, Cincinnati (Oxydol), 238 *ta*, thru Dancer-Fitzgerald-Sample, Chicago.

KROW Oakland, Cal.

Standard Oil Co. of Cal., San Francisco (institutional), *t* weekly, thru BBDO, San Francisco.
Consolidated Royal Chemical Corp., Chicago (Peruna, Kolorbak), 6 *sp* weekly, thru O'Neil, Larson & McMahon, Chicago.

WQXR New York

Hamilton Ross Industries, New York (watches), 7 *ne* weekly, 52 weeks, thru Roche, Williams & Cunnyngham, N. Y.
Pepperidge Farm Brea, Norwalk, Conn., 3 *sa* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Albert Frank-Guenther Law Inc., New York (advertising and public relations services), weekly *sp*, 52 weeks, direct.
Cadillac Motor Car Division, General Motors Corp., New York (used cars), 4 *ne* weekly, 52 weeks, thru Picard Adv., N. Y.
Dorset Foods Ltd., Long Island City, N. Y. (chicken products and table delicacies), 2 *sp* weekly, 52 weeks, thru Blaker Adv., N. Y.
Barbara Gould Inc., New York (cosmetics), weekly *sp*, 13 weeks, thru Foote, Cone & Belding, N. Y.
Times Square Motors, New York (used cars), 6 *ne* weekly, 52 weeks, thru Miller Adv., N. Y.

WABC New York

Bond Clothing Stores, New York, 3 *ne* weekly, thru Neff-Rogow, N. Y.
Corinthia Inc. New York (lipstick), 3 *sa* weekly, thru Arthur Rosenberg Co., N. Y.
L. & H. Stern Inc., New York (LHS Smoking Pipes, Zeus cigarette filterholders), 6 *sa* weekly, thru Al Paul Lefton Co., N. Y.
Celco Sales Corp., New York (Celco-lene, gasoline catalyzer), 3 *sa* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Peter Paul, Naugatuck, Conn. (candy), 3 *ne* weekly, 52 weeks thru Platt-Forbes, N. Y.
Paramount Pictures, New York, 3 *sa* weekly, 52 weeks, thru Buchanan & Co., N. Y.
D'Arrigo Bros. Co., Boston (vegetables), 2 *sa* weekly, thru Chambers & Wiswell, Boston.

KFAC Los Angeles

Southern California Telephone Co., Los Angeles (employment), 6 *t* weekly, thru The Mayers Co., Los Angeles.
Airport Ground Schools, Los Angeles (instruction), 5 *t* weekly, thru West Marquis Inc., Los Angeles.
North American Aviation Inc., Inglewood, Cal. (employment), 42 *ta*, thru BBDO, Hollywood.
Beneficial Casualty Insurance Co., Los Angeles (insurance), 6 *ne* weekly, 13 weeks, thru Hillman-Shane-Breyer, Los Angeles.

WJZ New York

Mother Hubbard Products, New York (Golden Center Toasted Wheat), *sa*, 13 weeks, thru L. H. Hartman Co., N. Y.
Quaker City Chocolate & Confectionery Co., Philadelphia, 5 *sa* weekly, thru Earle A. Buckley Org., Philadelphia.

KFRC San Francisco

Bu-Tay Products Co., Los Angeles (Bu-Tay Raindrops), *sp* weekly, 13 weeks, thru Glasser-Gailey & Co., Los Angeles.
Barron-Gray Packing Co., San Francisco, *sp* weekly, 13 weeks, thru Long Adv. Service, San Francisco.
Lumbermen's Mutual Casualty Co., Chicago (insurance), *sa* weekly, 13 weeks, thru Leo Burnett Co., Chicago.
Petri Wine Co., New York, 4 *ta* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Del Monte Lodge, San Francisco, 2 *sa* weekly, 4 weeks, thru Brisacher, Van Norden & Staff, San Francisco.

WBBM Chicago

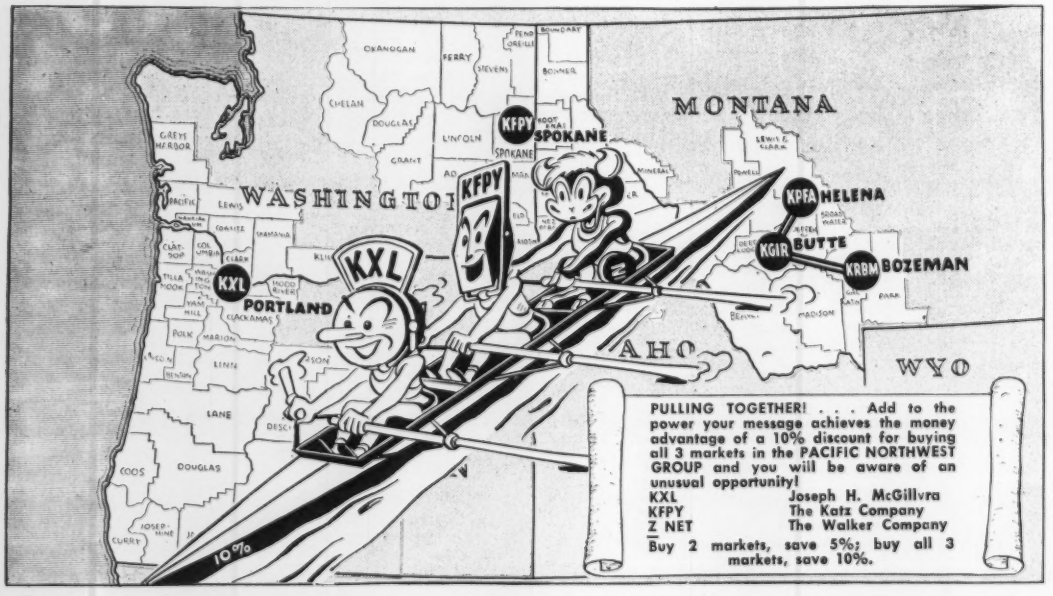
The DePree Co., Holland, Mich. ("Wheatamin" vitamins), *ne* weekly, 13 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Dad's Root Beer Co., Chicago, 3 *sa* weekly 52 weeks, thru Malcolm-Howard Advertising Agency, Chicago.
Consolidated Royal Chemical Corp., Chicago ("Krank's" shave cream), 6 *ne* weekly, 52 weeks, thru Arthur Meyerhoff & Co., Chicago.
Penn Tobacco Co., Wilkes Barre, Pa., 2 *ne* weekly, 52 weeks, thru H. M. Kiesewetter Advertising Agency, N. Y.
McKesson & Robbins, Bridgeport, Conn., 3 *ne* weekly renewal, 52 weeks, thru J. D. Tarcher & Co., N. Y.
Hooker Glass & Paint Mfg. Co., Chicago, 6 *sa* weekly, 13 weeks, thru Goodkind, Joice & Morgan, Chicago.
Stewart & Ashby Coffee Co., Chicago, 5 *sa* weekly, 13 weeks, thru Roche, Williams & Cunnyngham, Chicago.

KHJ Hollywood

A. E. Staley Mfg. Co. Decatur, Ill. (Stoysoy), 5 *sp* weekly, 13 weeks, thru Dancer-Fitzgerald-Sample, Chicago.
Gordon Bread Co., Los Angeles (bread), 18 *sa*, thru the Mayers Co., Los Angeles.
Lumbermen's Mutual Casualty Co., Chicago (insurance), 47 *sa*, thru Leo Burnett Co., Chicago.
Coast Federal Savings & Loan Co., Los Angeles ((investments) *sp* weekly, 13 weeks, thru Frank Peterson Adv., Los Angeles.

WOR New York

Glidden Co., Cleveland (Spred Paints), *sa*, 13 weeks, thru Meldrum & Fewsmith, Cleveland.
General Motors Corp., Detroit (institutional), weekly *t*, 13 weeks, thru Campbell-Ewald Co., Detroit.
OD Chemical Corp., New York (OD-30, air deodorant), *sa*, thru Alley & Richards Co., N. Y.
Longines-Wittnauer Watch Co., New York, 5 *t* weekly, 52 weeks, thru Arthur Rosenberg Co., N. Y.



11 More Factories Carry Warcasts

Incentive Messages of Navy Hit Half-Million Workers

INAUGURATION on March 6 of the Navy Incentive Division's Warcast Service [BROADCASTING, Jan. 3] in 11 additional war plants, with an estimated total of 70,000 personnel, brings the number of war workers receiving the service close to half-million, according to Lt. William J. Bailey, head of the Division's radio branch.

Speaking by transcription at the opening broadcast, carried to the plants through facilities of KHJ Los Angeles, Rear Admr. C. H. Woodward, Chief of the Navy Incentive Division, told workers, "Through Warcasts, you will be kept abreast of the war . . . of our successes and yes, of our failures . . . " And he added, "You will obtain a fuller knowledge of the interdependency between you on the production front and our fighting men."

Station Cooperation

Lt. Benjamin F. Schwartz, Navy Incentive Officer in the Los Angeles area, worked in cooperation with Sid Fuller, program director of KHJ, and Lt. James Vandiveer, in charge of local radio of the Public Relations Office, Los Angeles, in setting up the Warcast service.

The 11 plants who have now scheduled the combined news and incentive message include some of the largest war plants on the West Coast: Consolidated Steel, Interstate Aircraft, Hughes Aircraft, Douglas Aircraft, Leach Relay Co., Lockheed, Pacific Aviation, Weber Showcase Co., Zinsmeyer Co., Collins Engineering Co., Montclair Co.

According to latest reports from the Middle West, WCFL Chicago has agreed to furnish facilities for the Warcasts, and negotiations are being conducted to sign up over 100 plants in the area. WQAM Miami recently completed arrangements for Warcasts sent out to seven plants in the Miami area. WALA Mobile is now sending Warcasts to the Alabama Drydock & Shipbuilding Co. Others prepared to give the service are: WSAV Savannah, WAVE Louisville, WTAG Worcester, KMBC Kansas City, WIBA Madison, WOWO-WGL Ft. Wayne, Ind.

"The continued cooperation of the industry through the NAB, the individual stations and plant personnel is very gratifying," Lt. Bailey said.

U. S.-ARGENTINE PROJECT

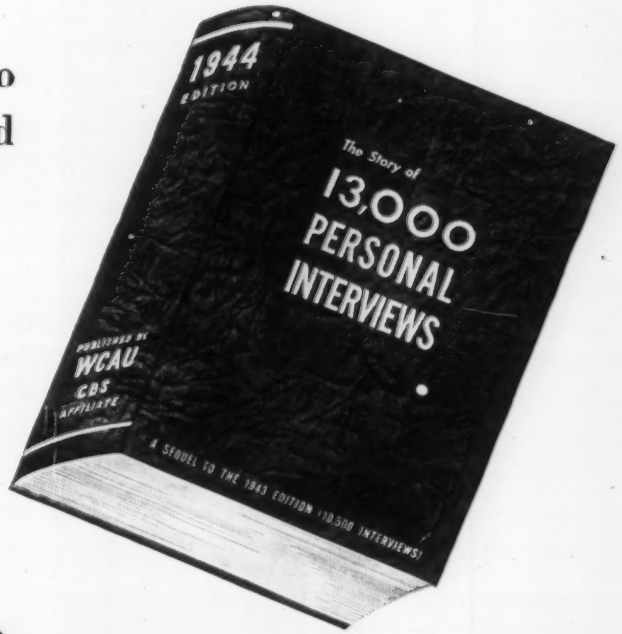
A MIXED BOARD of U. S. and Argentine businessmen, operating as Argentine Trade Promotion Corp., to develop an American market for Argentine products, is extending its activities through new branches in Chicago, New Orleans and San Francisco. A non-profit institution, the corporation brings together buyers and sellers from both countries through product and market studies and reports. A survey is now being made of the suitability of Argentine products for the postwar market, according to E. R. Tribe, manager.

The New

PHILADELPHIA STORY

A factual report of radio listening habits based upon

13,000 PERSONAL INTERVIEWS



Contains 256,000 reports on 472 quarter hour periods surveyed during seven consecutive days.

The most comprehensive, *concentrated* study of radio listening habits ever made in the Philadelphia Market Area.

If you haven't received your copy, we'll gladly send you one.

WCAU PHILADELPHIA'S PRE-EMINENT RADIO STATION

50,000 WATTS ★ ★ ★ NON-DIRECTIONAL

Power AND POPULARITY
KGO
The Voice of Baltimore
5,000 WATTS
DAY and NIGHT
☆ 600 KC ☆
The Basic Columbia Outlet for Maryland
PAUL H. RAYMER CO.
National Sales Representative
New York · Chicago · San Francisco · Los Angeles

Fly Testimony at Lea Hearing

(*Continued from page 12*)

contrast to his refusal to testify when called as a witness before the first public hearing at which testimony was taken by the Committee in July 1943. Nevertheless the majority members have determined to proceed with immediate hearings over our vigorous and repeated protests.

"We have publicly condemned the obstruction, intimidation and underhanded tactics employed by the Administration with a view to hamstringing this investigation. We cannot, however, consent to the resumption of hearings at this time with the Committee staff in its present crippled and undermanned condition.

"We demand that the record set forth our complete conviction that to proceed with hearings under present conditions with the staff decimated and with no opportunity for adequate preparation in this far-reaching investigation of national importance, is unfair to the Committee, unfair to the Congress and unfair to the country. We cannot escape the conclusion that the decision to proceed with immediate hearings, in response to Mr. Fly's letter, is further and substantial evidence of the determination of the Administration to whitewash the entire investigation."

Says Fly's Letter Was 'Uncalled for'

Chairman Lea denied that Mr. Fly's letter had anything to do with resuming the hearings with the FCC on the stand. "In the first place this hearing is not in response to the letter from Mr. Fly," said the chairman. "Personally I thought the letter was uncalled for because the Committee had already resolved to grant the Commission a hearing."

With reference to Mr. Fly's suggestion that the FCC legal staff could prepare its case and assist the Committee, Chairman Lea declared: "We did not expect that the Commission's legal staff was going to control this investigation. I want to say right now that this Committee proposes a thorough, careful investigation. We ask of those who criticize to wait until we are through and to judge us by what we do."

He explained that under agreement the Committee would defer hearing the Commission's side of the Interdepartmental Radio Advisory Committee, the Foreign Broadcast Intelligence Service and War Problems Division, to allow time for preparing a case. He also said no rebuttal would be offered in the WMCA case.

Explaining Mr. Barger's appointment as "acting attorney" Mr. Lea said "no man is more familiar with the record than Mr. Barger". He said the chief investigator for several years was a practicing attorney, had wide experience in Congressional investigations and would serve until such time as general counsel could be selected. When Rep. Miller asked if Chairman Lea would be agreeable to Milton Hauser participating, the chairman remarked: "He has voluntarily resigned." Mr. Hauser was one of Mr. Garey's assistants.

Fly Calls RID, FBIS 'Essential War Activities'

With preliminaries out of the way Mr. Fly immediately took issue with charges that he had refused to testify before the Committee and declared that the "record is replete with requests and demands of the Commission to be heard". When Rep. Miller questioned that statement with reference to an appearance of Mr. Fly before the Committee last July, the FCC chairman attempted a lengthy explanation.

After a heated exchange, in which Rep. Miller demanded to know "whether or not you took a runout powder", Mr. Fly protested that he wanted no special favor from the Committee and "would not be content with any suggestion of whitewash. When I was called before," he said, "the document called for was a confidential file. It had nothing to do with the Commission. We come here in a complete spirit of cooperation. That is what the Committee wants and that is what the Committee will get. We're happy to be here and have the opportunity to testify. We are prepared to answer questions and give the Committee any information you seek."

Mr. Fly urged the Committee to hold "prompt hearings" on the Radio Intelligence Division and FBIS because "those are essential war activities". He declared "the majority of irresponsible charges and innuendos hurled by the former counsel were hurled at these essential war activities". Rep. Miller objected.

"I submit, Mr. Chairman, that

KGO
MERCHANDISER
1944 Version

KGO announces a new staff member—one of the busiest in the station! He collects radio news of vital interest to drug accounts—and releases it every month to thousands of retail druggists, brokers and jobbers in the Bay Area. Druggists know and appreciate the power of KGO advertising—that's why the "Drug News" is always welcome. You see, the San Francisco radio picture *has* changed!

Call your Blue Spot Representative or write direct for details

20TH ANNIVERSARY KGO
SAN FRANCISCO · OAKLAND
810 K. C. • 7500 WATTS
Blue Network Company, Inc.

this is not the place to make a speech. Certainly it is not a sounding board for any pent-up personal feelings." Mr. Lea said a "preliminary statement, not in the nature of testimony, would be proper". Rep. Wigglesworth interjected that "this is not the place to decide appropriations". Chairman Lea declared that he had not regarded the hearings as a means "for reaching the Appropriations Committee".

Fly Says Time Is of the Essence

Mr. Barger informed the Committee that since appropriations had been brought up, the FCC testimony before both the House and Senate appropriations subcommittees consumed 210 pages, whereas other larger and equally important agencies were given briefer hearings. When Mr. Lea instructed him to proceed, Mr. Fly observed:

"No other issue here is quite so crucial. I'm impelled to say time is of the essence — days may be decisive."

When Mr. Fly said he thought Commissioner Craven was brought here because his views were similar to those of the former counsel. Rep. Miller objected that the remarks were not "proper procedure" and again Chairman Lea instructed the witness to "proceed and direct yourself to the matters at hand".

Mr. Fly started to talk about WMCA and was interrupted by Chairman Lea, who reminded: "Of course you understand the Committee has agreed not to take up WMCA at this time." Once more Mr. Fly referred to Mr. Garey and said: "It's going to be difficult to meet the loose charges or statements made by counsel. At least half the words in the previous record were uttered by the counsel. I do want to enter a general denial and to deny each and every specific charge."

Asserting that the Commission's work is "excelled by no other civilian agency of Government," Mr. Fly outlined the organization of FCC. He touched on the potentialities of television and facsimile, but he didn't mention FM. He said there are five licensed television stations now "but it will be different after the war". He pictured facsimile as the future means of "getting your morning newspaper by radio".

He told how the Commission polices the air for unlicensed stations and mentioned that the Committee had given "very little attention to the Commission's functions in the common carrier field". He offered in evidence charts showing what the Commission had done to reduce telephone rates.

Mr. Barger remarked that the Committee hadn't gone into that phase of the Commission. Chairman Lea surmised it was in the form of a preliminary statement and Rep. Miller demanded that testimony be confined to rebuttal of charges already made. Then followed argument over whether the charts should be admitted. Reps. Lea, Magnuson and Miller exchanged words with Mr. Fly interposing a suggestion now and then. The FCC chairman agreed with Rep. Miller that the information wasn't relevant but he added: "I think Mr. Miller would be happy to know that the public was saved two or three hundred million dollars a year by long line rate reductions."

Miller Protests 'Political Speech'

Mr. Fly told about international communications, but Mr. Wigglesworth asked the purpose of such testimony. "That's simply to enable the Committee to appraise the work of the Commission," said Mr. Fly. "I think its only a state of mind that calls for a classification of these activities." Mr. Lea reminded the FCC head that "we had an understanding that matters already heard would be covered". Following another exchange Chairman Lea said: "This committee was authorized to in-

On Magnuson

DURING hearings by the House Select Committee to Investigate the FCC last Wednesday, Rep. Miller (R-Mo.) questioned whether Rep. Magnuson (D-Wash.) and FCC Chairman James Lawrence Fly had "rehearsed" a question and Mr. Fly remarked he had never met Mr. Magnuson. "Off the record," said the Washington Congressman, "I think you and I should get acquainted after this hearing." "At breakfast?" queried Rep. Miller. "Yes, if he'll pay for it," quipped Mr. Fly.

for SMN* it's WHN

DIAL—1050
50,000 WATTS

* SPORTS · MUSIC · NEWS

Again Making Radio History!

ON WHN NEW YORK

7:45 P. M. MONDAYS *thru* FRIDAYS

The "VOICE OF EXPERIENCE"

LIVE · · SPONSORED

WITH MILLIONS OF FANS FROM COAST-TO-COAST

★ ★ ★

Also available in transcribed 15 minute programs cut to allow opening, center and closing commercials. Here's a program that sells anything, anywhere! Now sponsored and sustaining on many stations. Some markets still open. For further details, call, wire or write.

VOICE OF EXPERIENCE PROGRAM

140 W. 42nd St., New York 18, N. Y. · WIsconsin 7-4964

vestigate the Commission, good or bad. Our duty is to report to Congress both the good and bad. It's simply a question of procedure."

"One charge that has been cuffed around considerably in these hearing rooms is that the Commission has restrained freedom of speech," said Mr. Fly. He told how the Commission had expanded broadcast coverage to remote areas, how regulations had been relaxed, and added that the "reduction of telephone rates bears upon this problem". Miller exploded:

"To make a plea for reducing telephone rates at this hearing is nothing more than a political plea." Mr. Fly explained he referred to lines for broadcast and not commercial telephone rates. The Commission, he said, had been instrumental in affording better remote control coverage by relaxing regulations, particularly in New York.

"We have adopted the same policy in encouraging the free flow of news in the international field," said Mr. Fly. And he said the Commission had broken the "London bottleneck". Rep. Lea asked a series of questions about the "London bottleneck" and international communications and brought from Mr. Fly a statement that the British had insisted on routing communications through London and that "British policy has called for maintenance of the London bottleneck."

Urges Free Flow Of Communications

Mr. Fly urged a unified common carrier in the international field, taking in both cable and radio communications, and told the Committee that no "single subject is more important in the future of this country in the world tomorrow than a free flow of communications". He advocated worldwide freedom of speech and of the press. He closed his talk on international communications by declaring that America did not discriminate in rates, as he charged Britain was doing.

Mr. Fly then took up one of the charges made against the Commission that it was derelict in its duty in Hawaii prior to and following Pearl Harbor. He referred to charges made by Mr. Garey at the outset of the investigation a year ago that the FCC refused to cooperate with the armed services as "flight of fancy" allegations.

"Will the FCC interpose an objection to Admiral Hooper testifying?" asked Rep. Miller. Commissioner Craven had charged in hearings last December that a high-ranking naval officer (later identified by Chairman Lea as Adm. Hooper) had been "cashiered" through Mr. Fly's instigation. Mr. Fly said he wouldn't object and when Rep. Miller asked him if he was in favor of Adm. Hooper testifying, the FCC chairman said:

"In view of the fact that high Administrative officials have taken a position, I don't want to express my views." He expressed doubt that the Committee had taken some of the charges seriously and Rep. Miller replied: "I do take seriously what has been said. I do believe that if Admiral Hooper and Mr. Hoover testify, a lot would be shown as to who was responsible for Pearl Harbor."

Denies Japs Had Illicit Transmitter in Hawaii

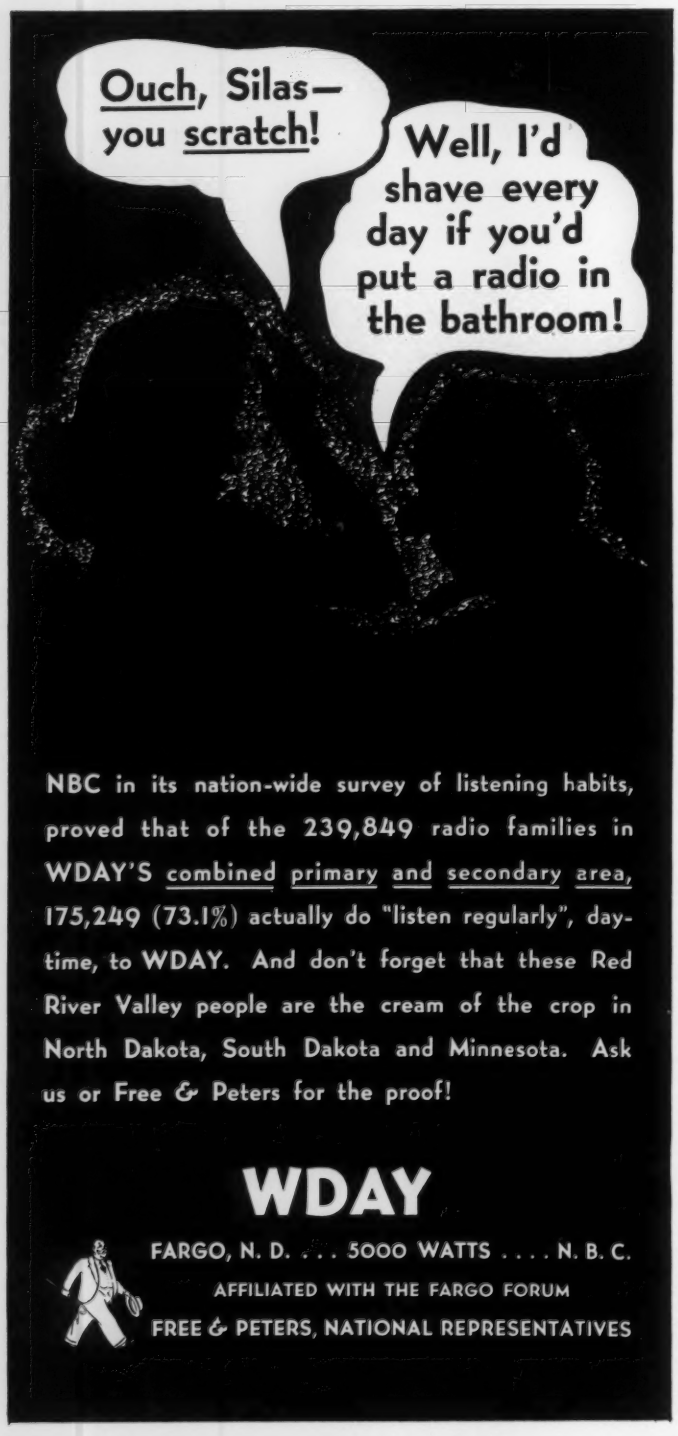
"Yes, I think a lot could be shown," said Mr. Fly. "The charge is ridiculous." He said only four domestic stations were licensed by the Commission and operated in Hawaii by "competent, loyal citizens". He denied Hawaii had any unlicensed shortwave stations and said "everybody imagined the Japanese had transmitters in their cars and hidden away. The FBI, the Army and Navy and our people were on the job. There was utterly nothing."

"To what extent did the FCC cooperate with the FBI in ferreting out shortwave stations?" asked Mr. Miller. Mr. Fly denied there were any but that the FCC's cooperation had been "100 percent". He told how the FCC, at the invitation of the Army and Navy, set

WMCA Endowment

NATHAN STRAUS, president of WMCA New York, presented a check for $2,000 to the City-Wide Citizens' Committee as an endowment from the station for a new radio program showing the Negro's contribution to American life, which started March 5 on WMCA. Roi Ottley, author of *New World A-Coming*, writes the program with his book as the source of material. Negro artists are featured.

LOCALE: INDIA, but the same old script troubles occupy this Army producer-talent quintet stationed half-way around the world as they huddle just before a scheduled shortwave pick-up on the *Red Cross Hour*. Working over a knotty problem are (l to r), Corp. Charles Siebert, formerly of the *New York Herald-Tribune* and radio writer; Capt. Frank Wilson, public relations officer and former New York radio man; Ensign Fred Henry, producer-commentator, and former news and special events director of KMPC Beverley Hills, Cal.


Ouch, Silas— you scratch!
Well, I'd shave every day if you'd put a radio in the bathroom!
NBC in its nation-wide survey of listening habits, proved that of the 239,849 radio families in WDAY'S combined primary and secondary area, 175,249 (73.1%) actually do "listen regularly", daytime, to WDAY. And don't forget that these Red River Valley people are the cream of the crop in North Dakota, South Dakota and Minnesota. Ask us or Free & Peters for the proof!
WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

monitoring stations in Hawaii and how "we all got around the table and determined our course". He read into the record correspondence from various Army and Navy officers commending the FCC monitoring service in Hawaii.

Japanese language broadcasts were stopped by licensees themselves the day of Pearl Harbor, he said.

Tells of Monitoring Activity in Hawaii

Mr. Fly on Wednesday read a prepared statement, in which he said the FCC monitored all Japanese-language broadcasts by the four commercial stations in Hawaii from July 6-12, 1941, and that Adm. Hooper "was kept fully advised on the situation". He said careful analysis did not disclose any subversive activity or "perceptible political significance".

That multiple ownership was a factor in Commission denial of licenses even prior to Pearl Harbor was indicated when Mr. Fly, telling of the denial of a license to the Hawaiian Broadcasting System for a third station in August 1941, said the denial was "largely a problem of multiple ownership".

Mr. Fly said that during the time of the checks no Government agency nor broadcasters complained about Japanese-language broadcasts. Under questioning by Rep. Magnuson Mr. Fly said no stations in Hawaii were "owned, controlled or operated by Japanese". The FCC chairman told how he had been subpenaed last summer by the Committee to produce certain documents, "praticularly a letter from an unnamed friend of Adm. Hooper and which the Commission files were supposed to contain".

"Apparently this supposed letter seems to be the foundation of the charge," he commented. Rep. Miller moved his remark be striken on the grounds that it was Mr. Fly's conclusion and opinion. Following considerable argument Mr. Miller said: "Never mind the motion. Did you get a letter from Adm. Hooper?"

Rep. Magnuson read from a speech delivered Tuesday on the House floor by Rep. Miller in which Mr. Miller said: "And worse, if this Committee of Congress—or Congress mind you—if this Committee of Congress submits to this administrative gag, we will find that we have closed the door to the shady corridor which leads to the real truth about which men were really responsible for the horror of Pearl Harbor."

Denies Receipt Of Communications

"That's a very serious charge," remarked Mr. Magnuson. "I would like to have the chairman ask just what facts he (Mr. Fly) has."

"That's a serious charge," echoed Mr. Fly. Rep. Miller interposed: "May I ask you, was this question rehearsed before you came here?" Rep. Magnuson demanded: "With whom?" "Anybody," replied Mr. Miller. Then he repeated his question and Mr. Fly said he had never received a letter from Adm. Hooper on the subject of Pearl Harbor. He denied that he of the FCC staff had received any communication, "oral or written" from Adm. Hooper or anyone else "with reference to abatement of Japanese-language broadcasting.

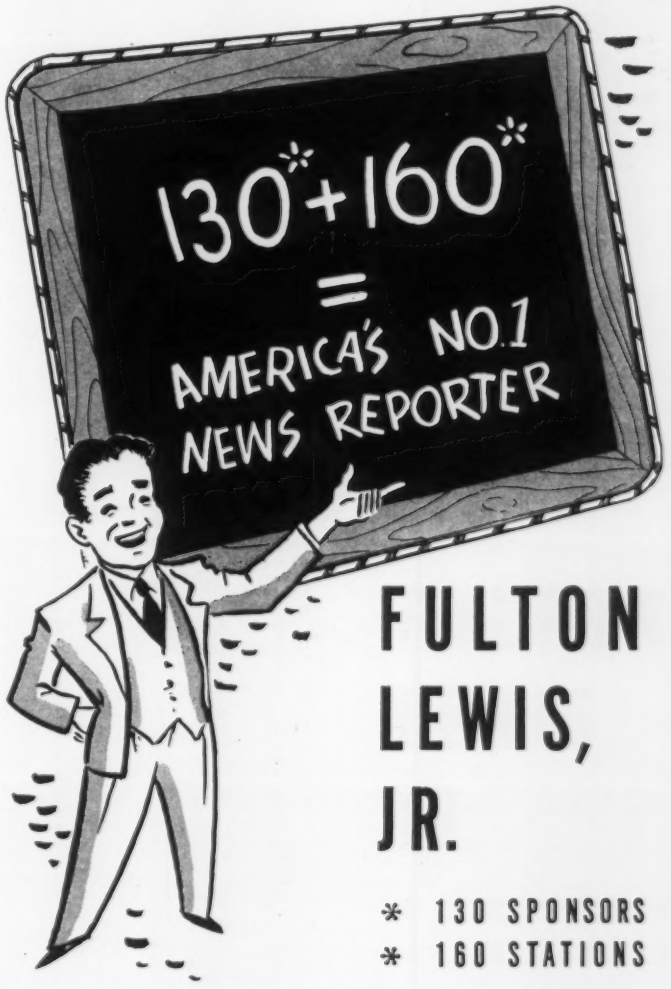
Questioned by Rep. Magnuson he categorically denied that he had received communications from the Army, Navy or FBI. Mr. Fly read into the record a letter from J. Howard Worrall, president of the Hawaiian Broadcasting System, in which he said he had no information that Mr. Fly had blocked a voluntary agreement between stations of Hawaii and the Army and Navy to discontinue foreign-language broadcasts. He couldn't recall whether that letter was solicited but said that "if we didn't, we would have solicited it". He asked for letters from other station operators on the same subject he said, as he read them into the record. Substantially they were similar.

"I have but one comment to make about this purported speech of mine where I attacked this nonexistent agreement which the Army and Navy was supposed to have had with the broadcasters," said Mr. Fly. "The comment is this: I never made such a speech and there never was such an agreement. I think, Mr. Chairman, that settles this phase of the investigation."

Rep. Miller moved that the comment be stricken, that the Committee would decide when a phase of the investigation was settled. Following an exchange between Rep. Miller and Mr. Fly, Chairman Lea said: "Motion denied. The policy of the chairman is going to be liberal on both sides. There has been a great deal of opinion put

Plans for Film

VANGUARD FILMS Inc., the Selznick Studio, formerly Selznick International Pictures, New York, has appointed Foote, Cone & Belding, New York, to handle advertising for "Since You Went Away", seven-star film scheduled for release in late May. Radio will be used in conjunction with newspapers, magazines, billboards and trade papers. Radio advertising plans will be made as soon as local premieres are scheduled—sometime later this month. An initial over-all advertising budget of $250,000 will be supplemented by an additional $250,000 after the picture is in release. United Artists Corp. is the distributor.



FULTON LEWIS, JR.

* 130 SPONSORS
* 160 STATIONS

No other news reporter has as many sponsors on as many stations. What other test of the pulling power of Lewis' broadcasts is needed to prove his ability to sell and move merchandise. A few cities are still available for sponsorship. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D.C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish	Speaking Persons
1,522,946	Italian	Speaking Persons
1,236,758	German	Speaking Persons
661,170	Polish	Speaking Persons
200,000	Spanish	Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

into the record without objection. It's a statement of the witness towards his own case."

After Mr. Fly testified, in reply to Rep. Miller, that he was graduated from the Naval Academy in 1920 and spent three years in the Navy, the FCC chairman said he would not "endeavor to say that radio intelligence itself was essential to the Japanese or any task force, but it would be extremely valuable and highly desirable."

No Illegal Shortwave Stations Discovered

Mr. Fly said he had "some reason to believe" that the Japanese received information about military installations, personnel and other pertinent data about Pearl Harbor "over regular lines of communications" but that he had a "firm reason to believe" they did not get the information over illegal stations. He said the FCC discovered no illegal shortwave stations in Hawaii. He testified he had never had any discussions with J. Edgar Hoover, chief of the FBI, about stations in Hawaii but added "no doubt the FBI made information available to our staff".

Pressed by Rep. Magnuson as to whether it was possible for the Japanese task force that attacked Pearl Harbor to have received information from an illicit station, Mr. Fly declared: "That is highly improbable. I think the evidence shows they got it over regular licensed channels, with affirmative evidence pointing to regular commercial channels." He said that up to Pearl Harbor cables and wireless circuits were operating between Hawaii and Japan under peacetime conditions "not subject to censorship".

"Isn't it a fact, Mr. Fly, that the Navy now is in the process of having a thorough investigation of all causes of Pearl Harbor conducted by a select board and expects to make a report on the whole thing?" asked Rep. Magnuson. When Mr. Fly said it was and quoted from the Roberts report, Rep. Magnuson asked:

"Mr. Fly, do you think you are one of the men responsible for the horror of Pearl Harbor?"

"This matter would be funny if it weren't ridiculous," the witness replied. Rep. Miller asked the FCC chairman if he knew what happened to a certain force of destroyers and light cruisers in Alaskan waters, sent out through information obtained by the FCC. Mr. Denny interposed to say he had asked for specific dates and incidents when Commissioner Craven testified last December as to such an incident. Mr. Fly couldn't recall, he said, and Rep. Miller quipped: "Could Admiral Hooper help to refresh your memory?" Mr. Fly said Adm. Hooper "never talked to me".

Describes FCC Operations In the Hawaiians

"If you were asked about a little private feud with Neville Miller of the NAB, would you object to testifying that it occurred while you were chairman of the BWC?" asked Rep. Miller. An exchange between the Missouri Congressman and Mr. Fly concluded when the FCC head said: "I requested the BWC to give me permission to produce that file", and Rep. Miller asked: "Do you know Mark Ethridge," [publisher of *Louisville Courier-Journal*, which owns WHAS]. That brought the smiling reply: "I surely do."

Mr. Barger, cross-examining, drew from Mr. Fly that early in 1942 the Army, Navy, FBI and FCC met in his office to lay out plans for wartime operations. He said several previous conferences had been held and he read into the record correspondence indicating that in April 1931 the governor of Hawaii requested the then Federal Radio Commission to establish supervision over broadcasting on the Islands. The FCC set up offices in Hawaii Feb. 15, 1935, he said.

The Commission's duties in the Hawaiian Islands included running down clandestine stations and general monitoring, Mr. Fly testified. When Mr. Barger asked if the FCC, prior to Pearl Harbor, was equipped "so that it could have known what was being transmitted" on the commercial circuits, Mr. Fly said: "We could if we were to violate the law." He read Sec. 605 of the Federal Communications Act of 1934, which prohibits disclosure by individuals of contents of messages and said it applied to the Commission and "any Government agency".

When Mr. Barger disagreed as to the interpretation of the statute, Mr. Fly replied: "I'm a lawyer." Mr. Barger retorted: "So am I, but I don't interpret that law as precluding the Commission from

WKBH Grant

CONSENT to the relinquishment of control of WKBH La Crosse, Wis., was granted by the FCC last week to Howard Dahl, Kenneth Dahl, Dorothy Dahl and Catherine Dahl Wood from their father, Harry Dahl, through the gift of 100 shares to each (total 400 shares—49.2%). Harry Dahl owned 730 of the 813 issued and outstanding shares. Howard Dahl is general manager of the station.

INCOME INCREASE SHOWN BY CBC

REPAYMENT in full of government loans of $1,250,000 is featured in the 1942-43 fiscal year report of the Canadian Broadcasting Corp., whch has just been released after presentation to Parliament through the Minister of War Services. In the 6½ years of its existence the financial report shows the CBC has handled $25,000,000, of which listener license fees provided $18,500,000 and commercial revenue was $5,250,000, with government loans of $1,250,000.

For the fiscal year April 1, 1942 to March 31, 1943 income of the CBC was $4,970,269, of which $3,701,690 came from license fees (up $216,000 over the previous year) and $1,243,553 from commercial broadcasting (up $186,000 in the year). Miscellaneous receipts amounted to $25,026, include receipts from sale of books. Expenditures in the year were $2,329,648 for programs, $777,507 for wire lines, $809,610 for engineering, $207,890 for administration, $102,015 for commercial department, $89,982 for press and information service, $12,307 interest on loans and $411,244 depreciation on buildings and equipment, a total of $4,740,008, leaving a surplus for the year of $230,261.

During the year there was an increase of approximately 6% in sponsored network programs originating in Canada to a total of 61%, while 39% of the commercial network programs carried originated in the United States, piped to Canada from the four networks.

The CBC originated 78% of the sustaining programs carried on its networks, brought in 16% from American nets and received by shortwave 6% from the British Broadcasting Corp.

FIRST IN TELEVISION DEVELOPMENT IN NEW ENGLAND

Television Broadcasting Schedule
Station W1XG

WEEK OF MARCH 17, 1941

Frequency 51.25 Megacycles — Telephone COMmonwealth 6410 6411

Monday, Mar. 17	2:30-3:00	Selected Travel and Educational Films
	3:00-3:15	W1XG Cooking Demonstration & Food Exhibit
	3:15-3:30	Weather Forecast, Test Patterns & Visual Novelties
	*4:00-4:30	Test Transmission at 15 Frames per Second
	7:30-8:00	The Songs that You Request . . . Ann Stevens
	8:00-8:15	Meet the Winner . . . Boxing Exhibitions
	8:15-8:30	Musical Moments . . . Jean Collins Sings
	8:30-8:45	Songs of the Range . . . Howard Trites
	8:45-9:00	As I See It . . . Bob Henry, the W1XG Clown
	9:00-9:15	Blue Prelude . . . The Songs of Judy Carol
	9:15-9:30	The Light Fantastic . . . Mavis Murry
Tuesday, Mar. 18	2:30-3:00	Selected Travel and Educational Films
	3:00-3:15	W1XG Cooking Demonstration & Food Exhibit
	3:15-3:30	Weather Forecast, Test Patterns & Visual Novelties
	*4:00-4:30	Test Transmission at 15 Frames per Second
	7:30-8:00	The Songs that You Request . . . Miriam Miller
	8:00-8:15	Meet the Winner . . . Boxing Exhibitions
	8:15-8:30	Memory Favorites . . . Priscilla Merritt
	8:30-8:45	Vocal Varieties . . . Phil Saltman Studios
	8:45-9:00	Lets Draw . . . Alan Levitt
	9:00-9:15	Nocturne . . . The Fournier Trio
	9:15-9:30	To Be Announced
Wednesday, Mar. 19	2:30-3:00	Selected Travel and Educational Films
	3:00-3:15	W1XG Cooking Demonstration & Food Exhibit
	3:15-3:30	Weather Forecast, Test Patterns & Visual Novelties
	*4:00-4:30	Test Transmission at 15 Frames per Second
	7:30-8:00	The Songs that You Request . . . Ann Stevens
	8:00-8:15	Meet the Winner . . . Boxing Exhibitions
	8:15-8:30	Musical Moments . . . Jean Collins Sings
	8:30-8:45	Songs of the Range . . . Howard Trites
	8:45-9:00	As I See It . . . Bob Henry, the W1XG Clown
	9:00-9:15	Songs of the Island . . . Willard Bradbury
	9:15-9:30	The Light Fantastic . . . Mavis Murry
Thursday, Mar. 20	2:30-3:00	Selected Travel and Educational Films
	3:00-3:15	W1XG Cooking Demonstration & Food Exhibit
	3:15-3:30	Weather Forecast, Test Patterns & Visual Novelties
	*4:00-4:30	Test Transmission at 15 Frames per Second
	7:30-8:00	The Songs that You Request . . . Miriam Miller
	8:00-8:15	Meet the Winner . . . Boxing Exhibitions
	8:15-8:30	Memory Favorites . . . Priscilla Merritt
	8:30-8:45	Vocal Varieties . . . Phil Saltman Studios
	8:45-9:00	Fashions in Review . . . Academie Moderne
	9:00-9:15	Accordiana . . . Pupils from the Gaviani Studio
	9:15-9:30	"The Great American Home" . . . The Leland Powers School
Friday, Mar. 21	2:30-2:45	Words and Music . . . Marilois Ditto
	2:45-3:00	Kay Killcoyne Sings . . . Melodies of Yesteryear
	3:00-3:15	W1XG Cooking Demonstration & Food Exhibit
	3:15-3:30	Educational Film
	*4:00-4:30	Test Transmission at 15 Frames per Second
	7:30-8:00	The Songs that You Request . . . Ann Stevens
	8:00-8:15	Meet the Winner . . . Boxing Exhibitions
	8:15-8:30	Musical Moments . . . Jean Collins Sings
	8:30-8:45	Songs of the Range . . . Howard Trites
	8:45-9:00	As I See It . . . Bob Henry, the W1XG Clown
	9:00-9:15	The Evening Reverie . . . Hayes Gordon
	9:15-9:30	Dramatic Presentation . . . The Telecrafters

These Pictures Can Not Be Received On All Television Receivers
W1XG's Audio Frequency is 55.75 M.C.

GENERAL TELEVISION CORP.
70 Brookline Ave.
BOSTON, MASS.
Thompson L. Guernsey, Pres. and Mgr. Dir.

finding out what was going on." Mr. Fly and Mr. Barger discussed wire-tapping and admissibility of "tapped" evidence in courts and the Committee counsel asked: "Did the FCC do any of the wire-tapping,"

Mr. Fly admitted, "We may have done some tapping by request. All agencies were equipped to do it, but the military agencies did it." After a conference with his staff members Mr. Fly said the FCC had not been requested by the military service to do any tapping in Hawaii. He did say that the FCC monitored the Tokio-Berlin radio circuit a year before Pearl Harbor, but the Honolulu-Tokio circuit was not monitored by the Commission.

Mr. Barger placed in the record a report of Aug. 20, 1941, by R. D. Jones to Chairman Fly in which Mr. Jones, Commission executive after analyzing Japanese-language broadcasts in Hawaii, said the programs featured Japanese music, stressed Japanese custom and "the appalling feature" was lack of American views or purposes.

"A lot of these broadcasts were pretty colorless," said Mr. Fly. "I did have the feeling that most of the foreign language stations had room for improvement by carrying the American message to these foreign-language groups." He testified that many foreign-language stations were placed on temporary licenses after the war began because "it may be that in some of those cases the type of material that went out had something to do with it."

Amateur Stations In Hawaii

Under cross-examination by Mr. Barger, Mr. Fly on Thursday told the Committee that prior to Pearl Harbor there were "several hundred" amateur stations in Hawaii licensed by the FCC and that their ranges were worldwide. He also admitted that he had heard some of the Japanese fishing boats plying the waters around the Hawaiian Islands were radio-equipped but that the Commission did not license them.

Rep. Miller asked: "Did you or did you not oppose legislation for wire-tapping?" After Mr. Fly made several attempts at explanation without a direct answer, Rep. Miller asked: "What type of legislation did you oppose in that field," Mr. Fly said he had taken no position. "I want to make it clear," he said "that the armed forces and the FBI were tapping wire services prior to Pearl Harbor and the Department of Justice held it was legal.' He denied he opposed wire-tapping legislation but said there was some opposition to an original bill on the subject. "Now if you want us to censor in time of peace then you'll have to enact legislation," he commented.

"Prior to Pearl Harbor," Rep. Miller asked, "had it ever been brought to your attention by the Secretary of the Navy that there was some disloyalty among the personnel in the Communications Defense Board?" (now the BWC). "Committees were investigated," replied Chairman Fly, adding: "This all has to do with the BWC and that's outside the resolution of this Committee."

Everybody's Blamed For Pearl Harbor

"Do I understand you to refuse to testify like you did last July?" demanded Mr. Miller.

"Was your position on the BWC independent of the fact that you are chairman of the FCC?" asked Chairman Lea.

Discussion developed that Mr. Fly was appointed to the BWC because of his connection with the FCC although he denied that the functions of the two organizations were kindred. BWC, he said, exercises those powers delegated to the President while the FCC functions under a legislative act.

Questioning returned to Mr. Fly's alleged activity against a wire-tapping bill. Mr. Barger read from the *Congressional Record* of Jan. 28, 1942, in which Rep. Celler (D-N.Y.) said that the President had advocated a complete wire-tapping bill but that the FCC chairman had opposed it. Rep. Magnuson interposed that Mr. Fly probably only "expressed your opinion" to the press.

"Actually I did not," said Mr. Fly. "The only statement I made was to the Judiciary Committee in executive session. The House actually passed the wire-tapping bill and it died in the Senate. I do think it is rather far-fetched to take a witness who has been called before one Committee of Congress to be brought up here and tried.'

Some rapid-fire questioning by Mr. Barger on the legality of wire-tapping finally brought from Mr. Fly this remark:

"You can't put the FCC in jail but you can put the chairman in jail and a lot of people would like to do it!" Later, he said "everybody" had been blamed for Pearl Harbor and "they didn't get around to blaming us until a year later".

Rep. Miller read portions of a letter written March 7, 1942, to President Roosevelt by Chairman Vinson (D-Ga.) of the House Naval Affairs Committee declaring that Mr. Fly was hampering the armed services. Mr. Fly said: "I never knew of that letter until after this Committee introduced it." Rep. Magnuson commented that he had been a member of the House Naval Affairs Committee for seven years and to his knowledge the letter's subject never came before the whole Committee.

"Adm. Hooper's fingerprints

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

YOUR AIR EXPRESS shipments ought to be handled like hot potatoes, not "parked" on the floor awaiting a "routine" afternoon pick-up. Pack early, phone immediately, and avoid end-of-the-day congestion when Airline traffic is at its peak. That's the way to get fastest delivery by AIR EXPRESS. You're paying for speed . . . GET ALL YOU CAN! It's easy. SHIP WHEN READY!

And to cut costs — AIR EXPRESS shipments should be *packed compactly* but securely, to obtain the best ratio of size to weight.

A Money-Saving, High-Speed Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have recently been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks — with 3-mile-a-minute service direct to hundreds of U.S. cities and scores of foreign countries.

WRITE TODAY for "Vision Unlimited" — an informative booklet that will stimulate the thinking of every executive. Dept. PR-3, Railway Express Agency, 230 Park Ave., New York 17, N. Y.

AIR EXPRESS
AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

The TEXAS RANGERS now

Selling Participations on KNX Los Angeles

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

are all over it " declared Mr. Fly, referring to the Vinson letter which had been placed in the Committee's record. He charged that Adm. Hooper "wrote it" for Chairman Vinson. Rep. Hart objected. "Regardless of who prepared the letter the sentiments are those of Mr. Vinson. You can't come in here and impugn the chairman of the Committee."

"I want to make it clear, Mr. Hart, that Chairman Vinson never took it up with us, but it's obvious he was swayed by someone," Mr. Fly said. He declared the Hooper memorandum contained language similar to that of Chairman Vinson's letter and took time out to search his files. After some silence Rep. Magnuson started to ask a question and Mr. Fly said: "Just a minute." Again Rep. Hart exploded:

Fingerprint Incident Subject to Questioning

"The Committee wants to run this investigation. We don't want you to run it and we don't want to wait another minute."

Mr. Barger asked Chairman Fly if he didn't know Chairman Vinson's letter was dated March 7, 1942, while Adm. Hooper's memorandum was dated May 14, 1942, more than two months later. Mr. Fly started several sentences and finally said:

"May I make a statement? Here is an effort by Adm. Hooper to remove me as chairman of the BWC and I think that is in particular pertinence to the subject here. Here's the record." But the subject changed to the Hawaiian stations and the Commission's denial of a grant for a new station to the Hawaiian Broadcasting System.

"Was that exception to the Commission's multiple-ownership rule?" asked Mr. Barger. "No," said Mr. Fly. "One of the stations was in Hilo and the other in Honolulu, about 200 miles apart I think."

Mr. Barger referred to a speech delivered by Mr. Fly Nov. 25, 1942, before the Detroit Athletic Club and asked if the FCC head felt any blame for Pearl Harbor could be attached to the FCC. Replying "utterly none", Mr. Fly explained that his statement in Detroit could be classified as a "report to the public on the activities of the FCC".

Fingerprints of radio operators and employes of communications companies, obtained by the FCC in 1940, were taken up. Mr. Fly admitted that when the Commission made rigid regulations governing citizenship of licensees in June 1940, several aliens were discovered to have been licensed by the FCC. Some had misrepresented their citizenship, he said, but in cases where they were discovered the persons were reported to the FBI.

Calls Vinson's Remarks 'So Much Hog-Wash'

Rep. Miller asked: "Isn't it a fact that several months prior to Pearl Harbor the FBI asked that fingerprints and other confidential data of radio operators be transferred from the FCC to the FBI and you refused?" Chairman Fly said: "That was not mine. The whole Commision took action. I followed out the directions of the Commission. The point in issue was whether the FBI would take the fingerprints and keep them."

Again Rep. Miller read from Chairman Vinson's letter as follows: "His (Mr. Fly's) activities in connection with television and frequency modulation seriously delayed putting these into service,

IT WASN'T A JOKE that Federal Communications Commissioners Case (l) and Craven were enjoying during hearings last week before the House Select Committee to Investigate the FCC. They joined the laughter prompted by frequent exchange of quips between FCC Chairman Fly and Committee members.

and in turn deprived the armed services of the technical advances which would have occurred from these new types of services."

"That's just so much hog-wash," shouted Mr. Fly.

"Then you accuse the chairman of the House Naval Affairs Committee of writing hog-wash?" fired back Rep. Miller.

"I didn't know you were reading Chairman Vinson's letter," said Mr. Fly. "I say its grossly inaccurate." Mr. Fly appealed to Chairman Lea that he was not criticizing Rep. Vinson and added: "Frankly, I think he was misled. I suppose the Commission, since I have been there, has done more forward FM than the whole time before. Television long since has been given the green light."

Rep. Miller quoted from a memorandum from Attorney General Biddle, given the Committee a year ago, and setting forth that despite requests of the FBI to the FCC for fingerprints of some 200,000 radio operators and communications employes, it was not until June 27, 1942, that the first batch was delivered. Throughout cross-examination Mr. Fly steadfastly denied that the Commission had refused to turn over the fingerprints. He asserted that "we made them available in January 1941 but the FBI didn't take them until June 1942."

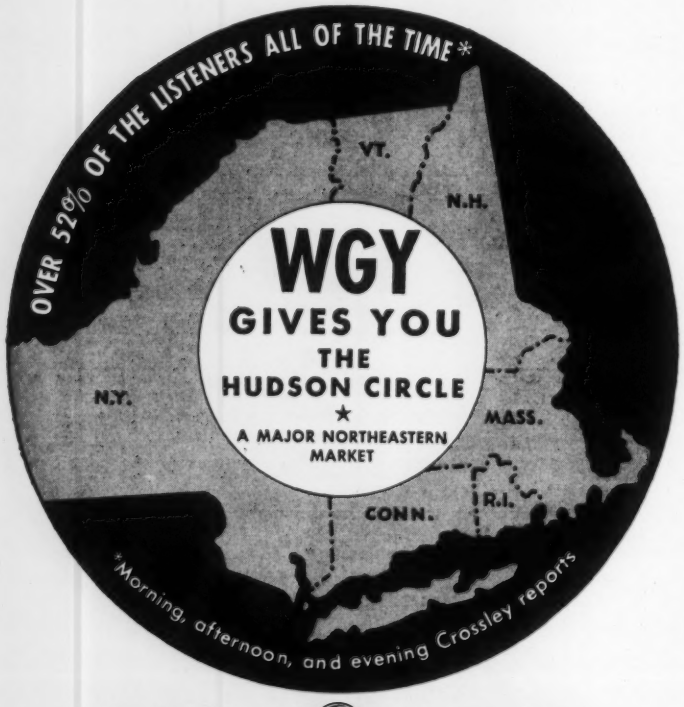
Mr. Fly said the FBI wanted to keep the fingerprints in its permanent file, while the FCC wanted to keep them. He also told of an oral agreement with trade unions that when the fingerprints were taken, they would not be turned over to the FBI, and admitted that the delay in turning over the fingerprints was in part due to the agreement.

"As a matter of fact weren't workers in war plants fingerprinted and the prints turned over to the FBI?" asked Mr. Barger. "I don't think I'd better comment on that," replied Mr. Fly. After more argument Rep. Hart remarked that the dispute seemed to be over failure to reach an accord on retention of the fingerprints until June 1942. Mr. Fly said: "We didn't reach an accord. We finally gave in."

BATTLE BROADCASTS

JUST arrived are the newest battle broadcasts of the Kwajalein landings, recorded at the scene of action by Marine Corps combat correspondents. They were offered to the four major networks for broadcast after 7 p.m., Wednesday, March 8.

"I'm delivering a junior announcer to WFDF Flint."



GENERAL ELECTRIC
SCHENECTADY WGY NEW YORK
50,000 watts — NBC — 22 years of service
Represented nationally by NBC Spot Sales
WGY-174

THEY DEMAND THE COMMERCIALS

Phoney Plugs Inserted in GI Broadcasts —Because the Boys Insist—

BECAUSE GI's in the North African Theatre miss the commercials deleted in programs broadcast to them, the Army Expeditionary Stations dub in phony commercials just to please their listeners. Maj. Andre Baruch, officer in charge of the American Expeditionary Stations in the North African area, now on leave in this country, says that servicemen sent in volumes of mail requesting the familiar advertising.

Maj. Baruch

"Joe Quartermaster's droopy drawers with reat pleat, etc." reflects the tone of commercials supplied by Army radio, according to Maj. Baruch. And staff writers add announcements of local entertainments, what to do or what not to do, what will happen to the GI's if they don't take their Atabrin, and "Buy War Bonds" in the usual commercial spots.

American Expeditionary Stations, a branch of the Army Service Forces Morale Services Division, started out with a 300 w transmitter built into a packing case—"the junk box, deposit no slugs"—and held together with bailing wire and paper clips.

That was at Casablanca Dec. 15, 1942. There are now eight stations throughout North Africa, located in Casablanca, Oran, Tunis, Palermo, Naples, Algiers and one mobile unit with the Fifth Army. Algiers also has a shortwave transmitter to reach boys in tanks, at Signal Corps listening posts and all those with shortwave installations.

Details of WMCA Transfer

(*Continued from page 18*)

the caprice of the Commission; instances of willful refusal to follow the recommendation of the joint chiefs of staff, high-ranking members of the armed forces in taking steps in furtherance of national security, and various other acts not in accordance with the 1934 Communications law and the public interest."

He declared that "events have established the basis for a firm belief that evidence does exist to stifle and fold up this investigation with an indefensible whitewash if possible." He accused Chairman Clarence F. Lea (D-Cal.) of conferring secretly with FCC Chairman James Lawrence Fly as "one of his first official acts" after Mr. Lea was named chairman last October, succeeding Rep. E. E. Cox (D-Ga.), resigned. "Thereafter occurred conferences, also in secret, between the chairman (Rep. Lea) and the chief counsel of the FCC, both preceding and after public hearings of the Committee," said Rep. Miller. "Apparently a studied effort was made to undermine the morale of the staff of our Committee by veiled and frequent hints from the chairman to the members of the press that he, the chairman, had not decided what he was going to do about the retention of the staff and of Mr. (Eugene L.) Garey as chief counsel."

Guessed Fee at $50,000

On the WMCA sale Rep. Miller read into the *Record* testimony given by Mr. Deibler to the effect that William J. Dempsey and William C. Koplovitz, who represented Mr. Noble in the transaction, were "close" to Thomas G. Corcoran, former Presidential advisor and law-partner of Charles S. Guthrie, one of Mr. Noble's attorneys. Mr. Deibler told the staff, according to the statement read by Mr. Miller, that "Dempsey & Koplovitz had waged the battle for Fly against newspaper ownership of radio stations".

The Commission employe told the investigators, according to the transcript, that "Dempsey & Koplovitz put that WMCA deal through in a hurry". Mr. Deibler said he "guessed, in view of the pressure in that case, that the fee was $50,000 and later on I saw an item that sort of confirmed it. I did hear Corcoran figured in it," the record shows.

Mr. Deibler told the probers, the transcript disclosed, that Messrs. Corcoran and Fly were "very good" friends and that Tel Taylor, FCC general counsel who succeeded Mr. Dempsey, "was anxious to help Dempsey & Koplovitz and Fly was anxious to help Corcoran" and that "they could be sure there would be no trouble about it."

Rep. Miller declared: "In the final analysis the full facts of this deal have been denied the Congress. . . . How long shall the Congress sit silently by and watch the Executive will frustrate and paralyze the legislative process? . . .

"And worse, if this Committee of Congress—of Congress, mind you—submits to this administrative gag, we will find that we have closed the door to the shady corridor which leads to the real truth about which men were really responsible for the horror of Pearl Harbor."

Rep. Magnuson said: "I am sure, when we are all through, the conclusions of the Committee, whether we agree with them or not, will lead to some serious and intelligent legislation that will set up the FCC in such a fashion that it will always be a credit to the Congress and to the communications system of this country."

Answering Rep. Ramey (R-O.), Rep. Magnuson said he hoped rumors that Mr. Garey resigned as general counsel because of threats against a "friend", also would be investigated.

SALES FLY HIGH WHEN YOU BUY

WBCM

BALTIMORE'S Blue Network Outlet

John Elmer, President — Geo. H. Roeder, Gen. Manager

FREE & PETERS Exclusive National Rep.

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR

PONTIAC, MICHIGAN or the Foreman Co. • Chicago • New York

Wichita - - KFH

Terry is a War Baby

. . . but Wichita's Booming Aircraft Industry Isn't!

—photo by Montague Studios

LITTLE TERESSA LYNNE EAST, daughter of Mrs. Maxine Lynch East who is employed at Beech Aircraft, is one of the hundred thousand newcomers who have doubled Wichita's population—whose spendable income per family is more than double! Record breaking retail sales topping 16 million dollars monthly boosted Wichita to the No. 1 spot in the booming Southwest—2nd place in the entire nation! Wichita pioneered in aircraft back in the early '20's—even before Walter Beech founded the present Beech Aircraft Corporation in 1932—in Wichita. Aviation is here to stay!

Your sales increases in Wichita will stick too if you stick to that Selling Station in Kansas' Richest Market—

KFH

CBS • 5000 Watts Day & Nite • Call Any Petry Office

Let the Broadcaster Speak

(*Continued from page 14*)

sible contracts with the network. Fear of the networks is just as real and as widespread among many network affiliates and would-be affiliates as is fear of the FCC among broadcasters. From my observation it is in numerous instances the greater fear of the two.

Secret Referendum

Now these are only my own personal opinions. I believe the majority of the independent broadcasters want an independent, non-network NAB. Maybe that conclusion is wrong. However, it should be easy to find out. What is more simple and logical than to ask the broadcasters themselves? The mechanics are important but not difficult. A secret referendum is the only fair and sure way. Some independent and reliable source like Ernst & Ernst should do it at the direction of NAB.

After all, the broadcasters are the stockholders in the NAB Company Inc. They own it, or should. They then, should direct their board of directors, and the mandate of the membership should be clear and unmistakable. Other important industry questions could also be asked, and the course to be followed settled once and for all by the majority view.

The opinion has been expressed by some that the rank and file broadcaster is indifferent to and/or incapable of considering industry problems and arriving at a sound and intelligent conclusion thereon. I cannot subscribe to any such view and at the same time retain my faith in the future of American broadcasting. I believe the great majority of American broadcasters not only are intelligent and capable, but that they will support financially and actively an organization which they can feel is truly their own and operating at all times aggressively in their interests and service.

But let's find out. What's keeping us from asking the guy back home what he thinks, and what he wants NAB to be. Give him the chance to speak with the same privacy which he is assured at the ballot box. I am sure he WILL speak. And, assuredly, HIS is the voice we should be straining our ears to hear.

Bombing Broadcast

GRAPHIC description of the bombing of a Japanese-held bridge on Bougainville recorded from an American plane during actual combat, was heard for the first time on Blue at 6 p.m. March 4. Navy Lt. Joseph E. Butler gave a running account of the action as he demolished the bridge that had previously been responsible for the loss of two Allied planes. The battle broadcast was monitored from a mobile broadcasting studio on the front lines by S/Sgt. James O. Hardin, Marine Corps combat correspondent, and former announcer with WATL and WSB Atlanta. Mutual carried the transcription at 7:45 p.m., and WRC Washington broadcast it at 6:25 p.m. locally.

Loan Chain Plans

AUTOMOBILE BANKING Corp. of America and its four subsidiary personal loan companies, ABC Credit Inc., ABC Plan Consumer Discount Co., Budget Finance Co., and the Credit Corp. of America, all with home offices in Philadelphia, have appointed Julian G. Pollock Co., Philadelphia to handle advertising for the chain. Newspapers, radio and direct mailings are being scheduled for three of the subsidiary firms, excepting the Credit Corp. of America and the parent Automobile Banking Corp., for which advertising programs are held in abeyance until after the war.

Contracts Ready

NEGOTIATIONS between the radio writers guild and CBS for a contract covering writers employed in the network's shortwave department are practically completed, with an oral agreement on all points and the contractual wording now being worked out, the guild reported last week, adding that practically the same situation holds for the writers in NBC's news department. Negotiations with all major networks for contracts for continuity and dramatic writers are proceeding slowly.

GUEST LINE-UP for future broadcasts of the five-weekly Blue *Hollywood Star Time*, drew attention of this agency-sponsor trio following initial program on Feb. 28. RKO Radio Pictures, Hollywood, sponsors series on Blue Pacific and Mountain stations. Comparing notes (l to r) are Don Belding and William J. Pringle, chairman of the board and vice-president, and Los Angeles manager, respectively, of Foote, Cone & Belding, Los Angeles, agency servicing account; Charles W. Koerner, executive vice-president in charge of production for RKO Radio Pictures.

AFRA Contracts

WAR LABOR BOARD has approved AFRA contracts for staff announcers at WOR and WHN New York, with retroactive increases extending back for months in some cases more than a year, while the contracts have been pending before the board, it has been announced by George Heller, executive secretary of the New York local of AFRA. Still pending before the WLB are AFRA contracts with WMCA New York and with NBC for its sound effect staff.

Jammer in New Post

J. S. JAMMER, who has been associated with International Telephone & Telegraph Corp. for 25 years, has been named general commercial director of Federal Telephone & Radio Corp., IT&T manufacturing affiliate. Before the war, Mr. Jammer was vice-president in charge of IT&T Central and East European territory.

83.9%
of WSAI's
contracts are
RENEWED
contracts!
WSAI
DIVISION OF THE CROSLEY CORPORATION
CINCINNATI 2, OHIO

First on New York's Dial...570
wmca
America's Leading Independent Station

Hooper Ratings

(*Continued from page 11*)

In counting the tickets for radio, which is O.K. just as long as you are not being handed a bunch of phony ducats." Other broadcasters wrote in similar vein and continued to write. A re-appraisal of the current situation reveals that the "liar-eliminator" is now in use in 18 of the cities in which Hooper continuing measurement reports are published, affecting about 25% of the national population.

Last week, in these pages, Mr. Hooper predicted that the post-war timebuyer would seek a "value-conscious" listening public and would scorn the "want-something-for-nothing" listener. The point of view keynoted in the article has now been implemented by the following statement of policy by the Hooper organization:

"In the hope of aiding in the correction of certain abuses which have crept into the buying and selling of radio station time, we make three declarations of policy:

"1. Wherever a program or time-period rating is published in the 'Continuing Measurement of Radio Listening' for a station program which gives listener prizes, the rating will be accompanied by the following statement: 'Station gives money prizes to telephoned listeners.'

"2. The column heading 'Share of Audience' or '% of Listeners' will disappear from the 'Rating' pages, beginning with the Winter-Spring 'Continuing Measurement of Radio Listening' Reports to be published on May 15, 1944. Hooper 'Station Listening Indexes' will be published hereafter but they will be prominently labeled as follows: 'This is a measure of the distribution, not the size, of the audiences to the respective stations.' This will prevent the uniformly larger '%' of Listeners' figures from being misused as size of audience (rating) figures.

"3. To prevent the possibility of interstation disputes among station subscribers being the determining factor in the availability of city-zone or trading area listening information to radio buyers, we will offer 'Continuing Measurements of Radio Listening' for subscription to advertisers and agencies where such difficulties arise."

IATSE Demands

REPRESENTATIVES of the national networks will meet this week with officials of the New York local of the International Alliance of Theatrical Stage Employes to discuss IATSE demands for larger crews, reserve crews and increase pay for stagehands employed at theatres used by the networks for the presentation of programs with large studio audiences.

Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS • National Representatives

Network Accounts

All time Eastern Wartime unless indicated

New Business

FERRY-MORSE SEED Co., San Francisco (seeds), on Feb. 24 started for 13 weeks *Cabbages & Queens* on 10 Blue Cal. and Nevada stations, Thurs., 3:15-3:30 p.m. (PWT). Placed direct.

SEEMAN Bros. Inc., New York, on Feb. 28 started a 13 weeks tri-weekly participation in *Make Believe Ballroom* on WNEW New York for Pique Kitchen Magic. Agency is J. D. Tarcher & Co., New York.

GILLETTE SAFETY RAZOR Corp., Boston, on Sat., May 6, 6-6:30 p.m. sponsors Kentucky Derby on all CBS stations. Agency: Maxon Inc., Detroit.

MARS Inc., Chicago (candy) on April 3 starts *Dr. I. Q.* on 60 NBC stations Mon., 10:30-11 p.m. Agency: Grant Adv., N. Y.

JANTZEN KNITTING MILLS, Portland, Ore. (knitted goods), on April 5 starts for 13 weeks *Chet Huntley—News* on 8 CBS Pacific stations (KQW KARM KROY KGDM KOIN KIRO KFPY KNX), Wed., 8:55-9 p.m. (PWT). Agency: Botsford, Constantine & Gardner, Portland.

LAMBERT PHARMACAL Co., St. Louis, Mo. (Listerine Toothpaste), on March 3 started for 52 weeks *Quiz of Two Cities* on 2 Don Lee Cal. stations (KHJ KFRC), Fri. 8-8:30 p.m. (PWT). Agency: Ruthrauff & Ryan, St. Louis.

TIP-TOP TAILORS Ltd., Toronto (chain clothing stores) on Feb. 28 started *Tip-Top Game of the Year*, music, variety and audience and listener participating program, on 29 CBC Dominion network stations, Mon. 8:30-9 p.m. Agency: McConnell, Eastman Ltd., Toronto.

W. H. COMSTOCK Co. Ltd., Toronto (Dr. Morse's Pills) on Feb. 21 for 10 weeks, started *Musical Madcaps* on CFRB CFPL CFCO CKLW, Mon., Wed., Fri. 1-1:15 p.m. Agency: Jack Murray Ltd., Toronto.

HOFFMAN RADIO Corp., Los Angeles (institutional), on Mar. 13 starts for 52 weeks *Chet Huntley—News* on 8 CBS Pacific stations, Mon., 8:55-9 p.m. (PWT). Agency: Hixson-O'Donnell Adv. Inc., Los Angeles.

W. ATTLEE BURPEE Co., Huntington Park, Pa., (seeds, bulbs), on Feb. 26 started *The Garden Gate* on 63 CBS stations, and two Canadian outlets, Sat. 9:15-9:45 a.m. Agency Flaglee Adv., Inc., Buffalo.

Renewal Accounts

FISHER FLOURING MILLS, Seattle, on March 27 renews for 52 weeks *James Abbe Observes* on 18 Pacific Coast stations, Mon. thru Fri., 7:30-7:45 a.m. Agency: Pacific National Adv., Portland, Ore.

B. HOUDE-GROTHE, Montreal (tobacco), on April 8 renews for 4 weeks, *Ensemble Alouette* on 10 CBC French stations, Sat. 7:30-8 p.m. Agency: Canadian Adv. Agency, Montreal.

DELAWARE, LACKAWANNA & WESTERN Coal Co., New York (institutional), extends for an additional four weeks through April 16 *The Shadow* on 29 MBS stations, Sun., 5:30-6 p.m. Agency: Ruthrauff & Ryan, N. Y.

CAMPBELL Soup Co., Camden, N. J., on March 1 renewed for 52 weeks *The Jack Carson* show on 132 CBS stations, Wed., 9:30-10 p.m. Agency: Foote, Cone & Belding, N. Y.

ANDREW JERGENS Co., Cincinnati (toilet soap, perfumes), on March 26 renews Walter Winchell's *Jergens Journal* on 161 Blue stations, Sun. 9-9:15 p.m. and *Basin Street* on 159 Blue stations, Sun. 9:15-9:45 p.m. Agency is Lennen & Mitchell, N. Y.

CARTER PRODUCTS, New York (Arrid), on Feb. 27 renewed for 52 weeks *Jimmie Fidler* on 157 Blue stations, Sun., 9:45-10 p.m. Agency: Small & Seiffer, N. Y.

DR. LEWIS TALBOT, Los Angeles (religious), on May 1 renewed for 20 weeks *Bible Institute* on 35 Don Lee Pacific stations, Mon., Wed., Fri., 8-8:30 a.m. (PWT). Agency: Smith & Bull Adv., Los Angeles.

QUAKER OATS Co., Chicago (food products), on March 3 renewed *That Brewster Boy* on 121 CBS stations, Fri., 9:30-10 p.m. Agency: Ruthrauff & Ryan Chicago.

GULF OIL Corp. Pittsburgh has renewed for 52 weeks *We, The People* on 92 CBS stations, Sun. 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

FOX WEST COAST THEATRES, Los Angeles, on Feb. 21 renewed for 52 weeks *Dr. Polyzoides* on 4 Don Lee Cal. stations Mon., Wed., Sat., 10-10:15 p.m. (PWT). Placed direct.

INTERSTATE BAKERIES Corp., Los Angeles (bakery goods), on Feb. 28 renewed for 52 weeks *Lone Ranger* on 8 Don Lee Cal. stations, Mon., Wed., Fri., 7:30-8 p.m. (PWT). Agency: Dan B. Miner Co. Los Angeles.

SOUTHERN PACIFIC Co., San Francisco (rail transportation), has renewed for 13 weeks *The Mainline* on 17 Don Lee Western stations, Wed., 8-8:30 p.m. (PWT). Agency: Foote, Cone & Belding, San Francisco.

GENERAL FOODS Corp., New York (Grape-Nuts Flakes, Grape-Nuts Wheat Meal), on Mar. 27 renews for 52 weeks *We Love and Learn* on 120 CBS stations, Mon. thru Fri. 2:30-2:45 p.m. Agency: Young & Rubicam, N. Y.

B. F. GOODRICH Co., Akron, Ohio (institutional), on Mar. 13 renews for 52 weeks *The Meaning of the News* on 124 CBS stations, Mon. thru Fri. 6:55-7 p.m. Agency: BBDO, N. Y.

JOHNSON & JOHNSON, New Brunswick, (surgical dressings), on Mar. 28 renews for 52 weeks *Edwin C. Hill*, adding 61 stations, making a total of 134 CBS stations, Tues. 6:15-6:30 p.m. Agency: Young & Rubicam, N. Y.

S. C. JOHNSON & SON, Racine, Wis. (Johnson's Wax), on April 4 renews for 52 weeks *Fibber McGee & Molly*, Tuesdays on NBC, 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

MILES LABS, St. Louis (Alka-Seltzer and One-A-Day vitamin tablets), on March 26 renews for 52 weeks *News of the World* on 30 NBC stations Tuesdays and Thursdays, 7:15-7:30 p.m., and on 91 NBC stations Sundays, 11:15-11:30 p.m. Agency: Wade Adv., Chicago.

F. W. FITCH Co., Davenport, Ia. (Shampoo, shave cream), has renewed sponsorship of *News of the World*, on 76 NBC stations Tuesdays and Thursdays 7:15 p.m., effective March 28. Agency: L. W. Ramsey Co., Chicago.

PETRI WINE Co., San Francisco, on April 25 renews for 52 weeks *Adventures of Sherlock Holmes* on 75 MBS stations 8:30-9 p.m. Agency: Young & Rubicam, San Francisco.

WARTIME PRICES & Trade Board, Ottawa (rationing authority) has renewed till Aug. 11, *Soldier's Wife* on 49 CBS stations, Mon. thru Fri. 11:30-11:45 a.m. Agency: MacLaren Adv. Co., Toronto.

Thriving farm and factory families who make up more than 70% of the buying market . . . the most prosperous spending groups today . . . these are the ones who have listened and lived with WDZ for nearly a quarter century.

Having learned how to "get next" to these homey folks, the result has been VOLUME RESPONSE. For example, more than 220 thousand listener letters were received in one year . . . many other eye-opening examples will be sent on request.

WDZ is an ideal test market, too, for the audience is typical for mass selling and the rates are exceedingly moderate. Write . . .

HOWARD H. WILSON CO., Representatives

New York, Chicago, San Francisco, Hollywood, Seattle

WDZ 1000 WATTS TUSCOLA, ILLINOIS

We Don't Believe in

Waste...

ON the contrary, we're firm believers in treating your radio budget gently, and coaxing all of the worthwhile coverage we can out of it. Thus, for example, if *THE DETROIT AREA* is your market, our 5,000 watts at 800 kc. gives you its largest concentrated coverage. Results for advertisers, plus our time-sales record, also proves that plenty of radio-wise advertisers think we're a great station. Actual case-histories of what we mean are yours for the asking.

Union Guardian Bldg., Detroit

J. H. McGillvra Inc.
Representative

CKLW

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

Hon. Ralph Robertson
Colgate-Palmolive-Peet
Jersey City, N. J.

Dear Ralph:

It ain't often I get a chance to offer a program for sale like 'The Home Front', broadcast every Sunday afternoon at 2:00. You'll probably remember that it was 'The Home Front' that was responsible for WCHS getting the 1942 George Foster Peabody Radio Award for "outstanding public service by a regional station". I guess those boys at the University of Georgia knew what they were doing because this program is still doing the job it was intended to do. As our program director says, "The Home Front was created and has maintained morale by providing authoritative answers to listener questions dealing with the most perplexing of public problems in a community at war". If you ask me, when a program does a job like that it's worth hitching a product to. This quarter-hour should go quick, and if you want, I'll be glad to take your order or you can give it to a Branham man.

Regards

yours
Algy

WCHS
Charleston, W. Va.

Panel Sends Report to NWLB

(Continued from page 9)

proper safeguards for the benefit of unemployed musicians.

Beyond that, with copyright legislation aside, the Panel said that payment under proper safeguards, by an employer to a union for the benefit of unemployed union members who were never the employes of the paying employer, would not be opposed to public policy at least in those instances where members of the same union, working for the same employer, "create the technological unemployment of their union brothers."

"The panel finds that the demand of the union is for an unusual condition not customarily included in collective bargaining agreements," said the summary. "A critical situation might justify a liberal interpretation by the board, but this is not a critical situation.

"The Panel concludes that because of the prescriptions of the War Labor Disputes Act and the policy of the NWLB, as well as for other reasons implicit in the report, the Board should not direct that the companies pay money to the union for its unemployment fund."

Not the Usual Dispute

Mr. Zaritsky, in his dissenting opinion, held that the labor dispute was not the usual dispute between employer and employe and does not involve a strike. Moreover, he contended that the statement that there was some degree of "direct" interference with the war effort was "in error". He asserted it is fallacious to ascribe an unemployment condition to the "praiseworthy open door policy" of the union. An unemployed musician would still be unemployed whether a union member or not, he held.

Declaring that the basic issue of the dispute is "unusual", Mr. Zaritsky contended that the action taken by the union was "unusual" and did not constitute a strike but was simply "the abandonment of undesired work." The relationship between the parties is "unusual", he held, citing that more than 60% of the musicians involved are not employed by the companies.

Mr. Fuller, as industry member, in a concurring opinion, questioned the union rules relating to voting and set forth why he considered them questionable. Disagreeing with the report, he held the general principle of payment directly by employers to a union is unsound. He concluded that the great damage suffered by musicians through the introduction of sound movies has naturally caused them to suspect the "effect of all mechanized music."

Effect in Profits

The majority report found that the AFM has not only forbidden its members to work for the transcription and recording companies but also has "partly stopped the importation of records, induced vocalists not to perform for recording companies, prevented arrangers from working for vocalists, forbidden booking agencies to make contracts for vocalists with recording companies and asked music publishers not to license copyrighted works for recording."

Although broadcasting stations increased their profits in 1943 the Panel pointed out that they would "probably have further increased both their profits and their usefulness had they been able to procure a normal supply of modern music." The public has not received the new music it desires, said the report, "but most people have accepted the old tunes without complaint." Similarly the armed forces would presumably have preferred a greater number of new tunes and in a few instances have eventually asked for them, said the report, but the evidence "does not indicate a large volume of protest nor a profound general dissatisfaction with available records."

The report brought out that AFM had estimated that the unemployment relief proposal might yield $600,000 a year in royalties and that it was absurd that men would join a union which already has 140,000 members merely to participate in "so puny a sum." The Panel pointed out that whereas Mr. Petrillo called the amount of money involved "peanuts, small peanuts" the recording companies contended the principle went far beyond the interests of the recording business, the broadcasting business or the radio business, holding that it affected "all of the industries of the United States."

The findings and conclusions of the Panel majority follow in full text:

I

Since a labor dispute exists between the Union and the Companies which interferes with the war effort, the National War Labor Board has jurisdiction.

II

No present, important unemployment of musicians exists.

III

The introduction of sound movies caused a great decrease in the number of theatre orchestras and, hence, in the number of employed musicians; but the Companies have no connection with the moving picture industry.

During the period of the growth of mechanized music, the number of bands and symphony orchestras has increased, but the opportunity for small job musical employment has probably diminished.

Though juke boxes, playing phonograph records, have displaced live musicians, as mentioned below, the over-all use of phonograph records has probably not, on balance, decreased the employment of musicians.

Though wired music, playing transcriptions, has displaced live musicians, as mentioned below, the over-all use of transcriptions has probably not, on balance, greatly decreased the employment of musicians.

The introduction and use of radio has probably not, on balance, decreased the employment of musicians.

Substantial unemployment of musicians existed in the past but neither the amount of such unemployment nor the relation of unemployment in the field of music to general unemployment is known.

While the figures are too doubtful to warrant a conclusion, the number of musical jobs (the effect of sound movies being eliminated) appears to have followed the economic cycle, with a general upward trend. Any increase in employment may, however, have flowed to a selected group.

IV

Due, in part, to the fact that the Union has no effective standards of admission, approximately two Union members out of three do not depend on music for a livelihood. The problem of unemployment cannot realistically be studied in terms of so undifferentiated a group. The Union's criterion, that a member not working full time on music is unemployed, is untenable.

The Union has offered no statistics

The new book of America's master radio playwright

More BY Corwin

16 RADIO DRAMAS BY Norman Corwin

Introduction by CLIFTON FADIMAN

SINCE the publication of his *Thirteen By Corwin*, that genius of radio, Norman Corwin, has done more radio dramas so thrilling to millions of listeners. Now the sixteen best and most representative of his new plays, with complete production notes on each, are ready in book form—for you to enjoy, to study, and to produce.

"Even more than his first volume of radio dramas, this collection demonstrates the extraordinary breadth of his versatility."—CLIFTON FADIMAN. *Just published*, $3.

CONTENTS: *Mary and the Fairy; Cromer; We Hold These Truths;* Descent of the Gods; Excerpts from *"This Is War"; The Long Name None Could Spell; Good Heavens; Psalm for a Dark Year; A Man with a Platform; Samson; Anatomy of Sound; Murder in Studio One; Between Americans; A Moment of the Nation's Time; Double Concerto; Program to Be Opened in a Hundred Years.*

HENRY HOLT AND COMPANY, 257 Fourth Ave., N. Y. 10, N. Y.

HENRY HOLT AND COMPANY · HENRY HOLT AND COMPANY · HENRY HOLT AND COMPANY · HEN

AP

WMCA, New York, N. Y.

. . . think AP news for radio is tops. Use it exclusively.

Leon Goldstein
News Editor

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

no specific objectives and no organic plan to support its demand for funds to relieve unemployment.

V

Recordings played in juke boxes and over wires have displaced live musicians to an unknown extent. The fact that the displaced musicians and the musicians employed in making the displacing recordings are members of the same union practically distinguishes such displacements from the usual type of technological unemployment. The grievance is more poignant and the remedy more ready.

Approximately 20% of all phonograph records are used for unintended commercial purposes, mainly in juke boxes. Transcriptions, on the other hand, are always used for an intended purpose.

No royalty accrues from the unintended, commercial use of phonograph records because under our federal laws, as contrasted with the laws of many American and European countries, no copyright in recordings exists.

Should copyright legislation be secured, sound social policy would not prevent all or part of the resulting royalties from going to the Union, under proper safeguards, for the benefit of unemployed musicians instead of going to the well paid musicians who make the recordings.

VI

The sole demand made by the Union on the Companies is that the Companies should pay certain monies to the Union for its Employment Fund.

No instance has been cited where employers have paid money to a union for the benefit of unemployed union members who are not the employees of the paying employers. The Panel concludes, however, that such payments, under proper safeguards would not be opposed to social policy at least in those instances where members of the same Union, through the work they perform for the same employers, create the technological unemployment of their union brothers.

VII

The demand that the Companies pay money to the Union for its unemployment fund, though not without faint analogies in other industries and though certainly not repugnant to trade union practice, is not a "customary" demand in any acceptable sense of the word and may not properly be imposed on the Companies under the prescription of the War Labor Disputes Act and the practice of the Board.

VIII

The Panel concludes that because of the reasons, both explicit and implicit, contained in these findings and this report, the Board should not direct that the Companies pay money to the Union for its Employment Fund.

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE
•
4 GROWING MARKETS
GROWING STATIONS
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

Dies to Summon Broadcast Heads

Charges 'Un-American' Tactics To Certain Commentators

BROADCASTERS will be summoned before the Dies Committee investigating Un-American Activities to explain alleged "un-American" utterances of certain commentators, Rep. Martin Dies (D-Tex.), chairman of the special House Committee, disclosed late Friday.

"For a year or more our investigators have been analyzing the broadcasts of commentators," said Dies, "and I can say that the methods used by some commentators are distinctly un-American. I believe if we can point out to the broadcasters themselves the un-American propaganda that has been cleverly used by certain commentators, they will cooperate by cleaning it up. If they don't then Congress will act."

Date Not Set

Date for the appearance of broadcasters has not been set, but Rep. Dies said he would subpena heads of the major networks and independent broadcasters as well.

Rep. Dies revealed that he had conducted a poll in the House and said the members "almost to a man favor legislation to curb libelous statements on the air." Mr. Dies said that should legislation be necessary, he will propose a law that will (1) give local jurisdiction to courts in areas where the alleged libel is heard, and (2) make possible for anyone who has been "maligned or slandered" to reply to the attacks on equal facilities, and to the same audience.

"I talked to Chairman Fly of the Communications Commission and he agreed that something must be done to clean up the air," said Rep. Dies. Rep. Rankin (D-Miss.) now has pending in committee a bill that would make payment of defamatory insurance a felony.

Sen. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, has expressed himself in favor of legislation providing "equal time" for reply to attacks by commentators. Mr. Dies said a wave of indignation has swept Congress over recent attacks by some commentators on members of Congress.

Television Discussion

AMERICAN TELEVISION Society will hold a special round-table discussion of television for education at the Capitol Hotel, New York, on Tuesday evening. Scheduled speakers are: J. Raymond Hutchinson, of the National Education Assn.; Lt. Lyle Stewart, audio-visual training officer in the Navy; Prof. Herbert J. Stack, New York U., and Julien H. Bryan, producer of documentary motion pictures.

Ed Brown Named

ED BROWN, public relations director of Maxon Inc., New York, has been named to the staff of the Democratic National Committee in Washington. He left the agency last Friday to take up his new duties. During his leave of absence from the firm, his work will be carried on by Marlin Pew, formerly on the merchandising and promotion staff.

Bourjois Cancels Haymes

DICK HAYMES, CBS vocalist on *Here's to Romance*, sponsored Thursday, 10:30-11 p.m. by Bourjois Inc., New York, was dropped by his sponsor after the March 2 broadcast for having voiced his appreciation to executives of 20th Century Fox Film Corp. for his part in the recently completed film, *Four Jills and a Jeep*, He had been previously warned by his sponsor not to promote the picture in any way during his broadcasts. Incident followed shortly after a discussion between singer and sponsor for a renewed contract, which called for a considerable boost in salary, according to a spokesman for Bourjois. Jim Ameche, m.c., and Ray Bloch's orchestra will continue on the program, with the format revised to include male and female vocalists as guest stars. Agency is Foote, Cone & Belding, New York.

Membership Meeting

ANNUAL MEMBERSHIP meeting of ASCAP will be held March 29, at the Ritz-Carlton Hotel, New York.

WAVE GIVES YOU NO RELIEF (Ky.)

Sorry, kids—better take an aspirin . . . or better yet, take the Louisville Trading Area (which WAVE most definitely *does* cover) and you'll not need such homeopathic doses as Relief (Ky.)! The Louisville Trading Area, you see, does *more business* than the rest of Kentucky all put together. It's *concentrated* business, too—no headache to your sales force. Write us!

LOUISVILLE'S **WAVE**
5000 WATTS . . . 970 K.C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

A Beautiful Trio . . .

Nothing delights time buyers more than the beautiful combination of 1) coverage, 2) programs, 3) rate! Especially when it's available in the rich Hartford Market! You get all 3—on WDRC!

COVERAGE 2 PROGRAMS 3 RATE — GET ALL 3 ON WDRC

WDRC
CONNECTICUT'S PIONEER BROADCASTER

BASIC CBS
Hartford 4
Connecticut
NATIONAL REP.
Paul H. Raymer Co.

Industry Opinion on Giveaways

(*Continued from page 11*)

By HUGH FELTIS
General Manager
Central States Broadcasting Co., Omaha

No question Hooper's comments on money reward station programs definitely correct. Such programming can only be desperate attempt and last resort effort to meet competition. Further believe such practices tend to discredit radio as legitimate advertising medium.

By GAYLE V. GRUBB
General Manager
WKY Oklahoma City

Agree with some of the things in Funny Money article; also feel it is wrong in some respects. Too much of it certainly not good programming.

Blue Questionnaire

BLUE NETWORK last week mailed to approximately 1,000 newspapers throughout the country, a three-page questionnaire concerning their use of radio publicity and their requirements and preferences as to type of material and pictures.

By JAMES M. LeGATE
General Manager
WIOD Miami

Definitely agree with Hooper's comments on money reward station programs in March 6 BROADCASTING. Most smart newspapers learned same lesson long time ago.

By NATHAN LORD
General Manager
WAVE Louisville

Certainly do concur with Hooper. Mail survey under way now indicates audience not reporting truthfully on station listening to for fear of disqualifying selves as money winners. This of course disqualifies survey as aid to time buyers and program directors. Furthermore, baiting listeners with money on station identification periods certainly is border line broadcasting.

By I. R. LOUNSBERRY
Executive Vice-President
WGR-WKBW Buffalo

Although money rewards seem to meet public interest not only on radio but in motion picture theatres, I am of opinion that this practice is resented by a substantial part of radio audience and will be short-lived with those who at first seem to like it. Audience ratings developed this way are phoney and in good broadcasting sense not substantial. Much better for a broadcaster to invest in better program service and entertainment.

By NORMAN MacKAY
Commercial Manager
WQAM Miami

Not only do we agree with Hooper but feel we may have sown the seed. On Dec. 12 Fred W. Borton wrote him letter and sent copies to all advertising agencies "as subscriber object strenuously to issuing of any Miami listening index not factual picture of listening habits. Regular survey now being taken here not true listening index." Then we described the * * * * program on * * * *. "This situation makes impossible for Hooper workers to get accurate summary. Average person will mistake Hooper call for * * * * call giving away more money. Automatic answers bear no relation to actual facts. We paying for true listening index of Miami and do not believe you can produce such under present conditions * * * *."

By WILLIAM A. McGUINEAS
Commercial Manager
WGN Chicago

Agree one hundred percent with C. E. Hooper that money give-away programs are seriously cheapening radio and are working toward diminishing the return to the good advertisers who are principally responsible for making radio an economically sound advertising medium. The money give-away programs mentioned by Hooper make up one of those elements in radio which the industry and the stations should clean up voluntarily before some organization or bureau outside the industry or perhaps even advertisers force the radio industry to do so. This comment of course applies only to the principle of buying the listener, the programs and entertainment which in itself will attract audience. WGN will not broadcast that type of money give-away program. Do not believe that radio audience, however, has reached such saturation point that a greater number of good programs will merely divide the present radio audience as outlined in the first column of Hooper's article. Also do not believe Hooper's formula in valuing ratio of number of sponsored network programs to the existing ratings is sound. Those same ratings sometimes fluctuate in inverse ratio to the number of commercial sponsored programs also.

More Shellac

WPB announced last week that as a result of increased supplies, use of shellac has been eased for phonograph record manufacture and in the second quarter of 1944 its use will be permitted on the basis of one-fourth of a manufacturer's total 1941 consumption. The manufacturer will be allowed to purchase 40% of the total in the form of low-grade shellacs and 60% in the form of high-grade shellacs, officials said.

By C. W. MYERS
President
KOIN Portland, Ore.

I believe this is still a free country to the extent of broadcasters like newspapers having the privilege of operating according to their own ideas of business as well as the ethics thereof. I also believe that broadcasters promotion methods should be fully described in Hooper reports just as newspaper methods are described by the Audit Bureau of Circulation.

LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS

For example:
THE "SHORT-SHORTS" OF RADIO

Complete 5-minute programs. Sponsorship identity at little more than cost of spot announcements. Timed for sales messages at opening and close. Programs include such favorites as: *The Name You Will Remember*, people in the news; *Five Minute Mysteries*, thrilling and complete; *Getting the Most Out of Life Today*, inspirational philosophy by Dr. William L. Stidger, and two Stella Unger shows, *Let's Take a Look In Your Mirror*, and *Hollywood Headliners*.

★ ★ ★

Many other NBC Recorded Programs—5 minutes to half-hour.

National Broadcasting Co.
NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS
A Service of Radio Corporation of America

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

FM in KANSAS CITY

KOZY

EVERETT L. DILLARD
General Manager

PORTER BLDG.
KANSAS CITY

By JOHN M. OUTLER Jr.
General Manager
WSB Atlanta

Buying a radio audience by giving money to listeners is a defense mechanism for the station unable to obtain audience otherwise. And while it may throw statistics and research out of gear for the time being, such programs rather emphasize the stupidity of the stations promoting them. The fundamental approach to a radio audience is good programs with inherent appeal. Some stations forget that you can't drink yourself sober or borrow yourself out of debt.

By JOHN F. PATT
General Manager
WGAR Cleveland

I think Hoop has rung the bell. It is my impression that these phoney money shows are almost invariably a confession of weakness or stagnation for which only this money opiate is being administered. Newspapers learned years ago that bicycles, dishes and trips to Europe for circulation were wasteful and false. When money show broadcasts find they are fooling only themselves they will rejoin their wiser comrades who today are holding the line against such temptations and will tackle the problem of building radio audiences soundly with constantly increasing program standards.

By LEE B. WAILES
Manager
Westinghouse Radio Stations Inc.

Definitely concur with comments of C. E. Hooper on money reward programs. I recognize that experimentation as to program content will go on as long as the industry lasts looking for new ways to increase audience. Feel however such experimentation must eliminate such artificial stimulants as money give-aways and must be soundly based on intelligent appraisal of audience needs at time program is broadcast. Money give-away programs are opportunistic and short-sighted and not to be counted on as contributing to the art on a sound long-term basis.

By MORTIMER C. WATTERS
Vice-President and General Manager
Scripps-Howard Radio Inc.

Thoroughly concur with his views as expressed. Hooper and his company could overnight stop most of the dialing for dollar programs. It would take great courage but if Hooper suspended monthly audience measurements in the city or cities during life of such programs or if he eliminated in his reports the inclusion of ratings and/or percentages of the stations broadcasting such programs showing relative ratings and/or percentages of stations void of such unhealthy broadcasts then the stations who were attempting to buy listeners would be unable to benefit by their "phoney" audience and they would therefore immediately stop them. This would enable Hooper to once again in such cities accurately reflect without a shadow the radio audience as it actually is thereby providing his well known accurate station index once again in those markets for the guidance of stations, agencies and advertisers.

By LEWIS ALLEN WEISS
Vice President & General Manager
Don Lee Broadcasting System

Have just read C. E. Hooper's excellent article on page 11 of March 6 issue of BROADCASTING. I concur wholeheartedly with Hooper's comments on "Funny Money" programs, which we have refused to carry on any of our stations. In my opinion, such programs not only violate lottery laws but employ pressure methods of buying an audience, the pursuit of which would destroy the sound and constructive elements that we are trying to build for broadcasting. Radio cannot hope to grow and enjoy its important place in the lives of the American people on the basis of audiences that are only listening in order to get something for nothing.

By LAMBERT B. BEEUWKES
Advertising & Sales Promotion Manager
Radia Station WXYZ Detroit

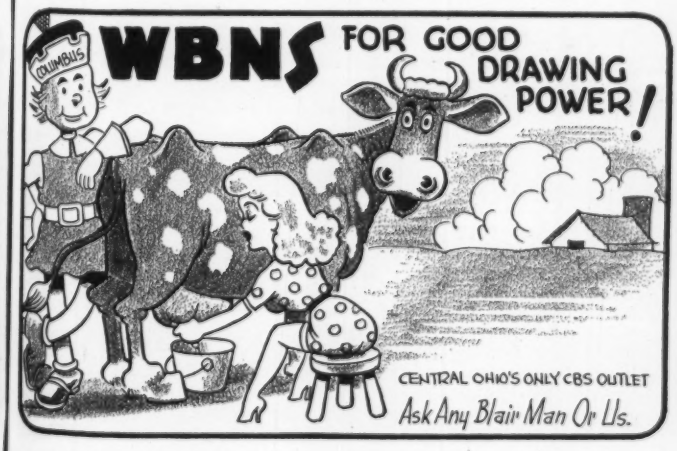
Rather than money shows, Hooper claims "good" programs will lure daytime non-listeners. This logic contradictory to proof he made immediately before that 11 good nighttime sponsored network shows did not increase number of listeners. Hooper's own ratings in Detroit show give-away programs increase listening broadly over whole schedule, thereby increasing value of time to all sponsors and stations. Isn't this what radio wants? What Solomon can say these programs aren't "entertainment"? Hundreds of thousands of letters from non-winners will rebut any argument to contrary. Something for nothing will never die and in leaner days will be even more attractive lure to listeners. Some pretty good newspapers use same technique in getting and holding circulation.

Ed Wynn Considered

GENERAL FOODS is considering Ed Wynn as a replacement for Jack Benny, who goes to American Cigarette & Cigar Co., June 11. Since the NBC Sunday evening period, 7-7:30 p.m., is controlled by Mr. Benny through his contract with General Foods, another network spot is being sought for the new show, titled *Ed Wynn's Radio School*. Mr. Wynn was sponsored by the Axton Fisher Tobacco Co. on the NBC-Blue from November 1936 to September 1937. Previously he had been sponsored by the Plymouth Motor Corp. on the NBC-Red network. The projected series is a John E. Gibbs production. Young & Rubicam, New York, is the agency for Grape Nuts, product advertised on Jack Benny's current program.

McKesson Displays

McKESSON & ROBBINS, Bridgeport, will coordinate its annual campaign for highlight displays of its products in the nation's drug stores with the start of its new program on the full Blue Network, Thursday, 10:30-11 p.m., for Calox, Bexel and Yodora. M&R's "Good Looks and Good Health Week," begins March 23, starting date for the Blue quiz broadcasts featuring Joe E. Brown. Bearing out the title of the program *Stop and Go*, contestants will make imaginary journeys to distant points, continuing as long as they give correct answers. Joe E. Brown maps out the route, and designates the mode of travel. There will be guest stars, starting with Dorothy Lamour March 23. Agency is J. D. Tarcher & Co., New York.



A 50,000 watt audience at a 250 watt rate

C. E. HOOPER for December 1943-January 1944

There must be a reason ... and this is it!

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A 12.5	WGRC 23.2	B 36.7	C 27.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A 28.6	WGRC 31.1	B 20.4	C 18.2
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A 41.1	WGRC 12.3	B 37.1	C 8.1

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · National Representatives

Today and Tomorrow

In war or peace, business booms in Winston-Salem. Great industries, thriving agriculture, INCOME! Give your product a chance by using a station that's famous for its saleability!

WAIR

Winston - Salem, North Carolina

STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

C. E. HOOPER AGAIN PROOVES

WFMJ

HAS

MORE LISTENERS MORE HOURS OF THE DAY

than any other station heard in Youngstown, O.

28TH U. S. METROPOLITAN DISTRICT

Headley-Reed, Representatives

SALESMANSHIP

Every WIBW program and sales message is so planned that each listener feels it is directed to him alone.

WIBW The Voice of Kansas in TOPEKA

Anthony Petitions To Delay Duopoly

Claims Forced Sale of KECA Sought by Blue Network

ALLEGING that the Blue Network Co. is endeavoring to "compel" him to sell KECA Los Angeles to it "at a price very much less than it (the station) is worth", Earl C. Anthony, through Louis G. Caldwell and Reed T. Rollo, Washington counsel, last week petitioned the FCC to extend the deadline for the effective date of the "duopoly" order beyond the May 31, 1944 effective date.

Specifically Mr. Anthony asked that the effective date of Sec. 3.35 under Orders 84-84A be suspended indefinitely, with further extensions from time to time as necessary to permit "orderly disposition of properties affected". Failing in that, Mr. Anthony petitioned the Commission to extend the effective date one year to May 31, 1945, "or for such other reasonable period as the Commission shall deem proper".

Mr. Anthony owns KFI and KECA. The Commission put KFI on temporary license, expiring May 31, while the license of KECA expires June 1.

Mr. Anthony's petition recited that his contract with the Blue network, which expires June 30, 1947, specifies that licensee shall not sell KECA without first offering it to the network. It said: "For many months and particularly since the Commission's action on Nov. 23, 1943 (adoption of the "duopoly" regulation) the Blue Network Co. has been endeavoring to compel petitioner to sell KECA to it at a price very much less than it is worth. The Blue Network Co. has been and is relying on the early effective date of 3.35."

A separate corporation has been organized for the purpose of transferring control of KECA from Earl C. Anthony Inc. pending completion of sale and approval of the FCC, petition stated.

AFRA Stand on Rule 119

AMERICAN Federation of Radio Artists last Friday filed with the FCC a statement of the union's position on the Commission's proposed Rule 119, which would require the recording of all network programs. Gist of union statement is a request that no rule be adopted which could be construed as permitting the violation of the AFRA transcription code or other of the union's contracts. Code permits out-of-studio or off-the-line recordings or network programs without extra charge when made for reference purposes only, as presumably would be the case under the proposed rule, but call for the payment of extra fees when the recordings are to be used for supplemental broadcasts of the network programs.

Fish Story

NAUTICAL was the response to the War Food Administration's "School of Fish" program on the NBC *Consumer Time* series, Feb. 26. Broadcast was phantasy starring Dr. Cod, Prof. Haddock, Miss Carp and Mr. Crab, designed to promote unrationed fish as food. Response to the giveaway booklet, "Fish Cookery in Wartime" was salty as a sea captain, and a publicity man's dream. Among those who requested the book were: Mrs. Salmon, Mrs. Fisher, W. A. Fischer, Mrs. Shad, Mrs. Haddock, Mr. Fish, Mrs. Bass, Mrs. Karp, Mr. Lake, and enough Trout to stock a mountain stream.

New CAAB Members

W. H. SUMMERVILLE, WWL New Orleans, and Clyde Coombs KARM Fresno, have been elected members of the Columbia Affiliates Advisory Board for the coming year, representing districts 5 and 9 respectively. Other members of the nine-man board were reelected as follows: Arthur Church, KMBC Kansas City; Franklin Doolittle, WDRC Hartford; Leo Fitzpatrick, WJR Detroit; I. R. Lounsberry, WKBW Buffalo; C. T. Lucy, WRVA Richmond; Clyde Rembert, KRLD Dallas, and John M. Rivers, WCSC Charleston, S. C. New board will shortly hold its first session, at which time a chairman for 1944 will be chosen.

PA Expands

ESTABLISHMENT by Press Assn., radio subsidiary of AP, of its 20th regional news bureau and the addition of five stations to its clientele were announced last week by Oliver Gramling, assistant general manager. The regional bureau, at Charlotte, N. C., the third such installed this year, is in charge of Charles Whiteford. Other bureaus set up in the last two months are in Oklahoma City and New Orleans. Latest stations to acquire the special AP radio news wire include KAST Astoria, Ore.; KOIN Portland, Ore.; WLBC Muncie, Ind.; WHBC Canton, O.; KHMO Hannibal, Mo.

New Local Granted

CONSTRUCTION permit for a new local standard outlet for West Yarmouth, Mass. was granted by the FCC last week to the licensee of WNBH New Bedford, E. Anthony & Sons. Using the facilities of the formerly licensed WOCB [BROADCASTING, Dec. 6, 1943], unlimited time with 250 w on 1240 kc, the grant is made pursuant to the Jan. 26 FCC-WPB statement of policy.

Turner to Return

OSCAR TURNER, who left NBC radio recording division to join the Office of War Information, is returning to NBC as head of the network's Hollywod recording division. He was expected to leave New York for the West Coast last week.

AUSTRALIAN VIDEO PLANS

AUSTRALIAN post-war radio plans are so advanced that it would be impossible within two or three years to set up television between the major cities of Australia, which are separated by distances varying from 400-1500 miles. This prediction was made by Sir Ernest Fiske, president of Amalgamated Radio in Australia, who stopped in San Francisco recently enroute to New York, Montreal and London.

'WHIPPING BOY'

Fly Qualifies Self as 'Expert' In 'Scandalous Charges'

HEATED argument between Rep. Miller (R-Mo.) of the House Select Committee to Investigate the FCC and Commission Chairman James Lawrence Fly last Wednesday brought from Mr. Fly the assertion: "I ought to be an expert in this field by this time", when Mr. Miller objected to opinion evidence "unless it comes from an expert".

Later Mr. Fly declined to answer a technical naval question, after testifying he was a graduate of Annapolis and served three years in the Navy, saying: "I do not claim to be an expert in such matters". Rep. Miller asked: "Didn't you admit a moment ago that you were an expert?" Chairman Fly answered:

"In absorbing these scandalous charges and that sort of thing I am an expert. In fact, I have been the whipping boy on this sort of thing so long that I am getting to where I rather expect it."

TEST YOUR KNOWLEDGE OF PANAMA

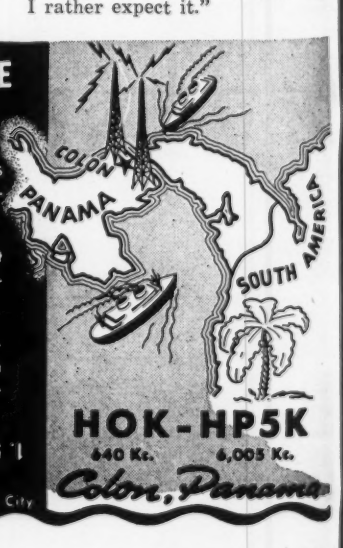
1 What percentage of Panama's present population speaks English?

2 Name the Panama station that carries English programs exclusively every evening.

3 How can you tell your advertising story to the big, rich English-speaking Panama population?

1. 50% 2. HOK 3. HOK

Rep. Melchor Guzman Co. Inc.
9 Rockefeller Plaza New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

Text of NWLB Panel Summary

(*Continued from page 9*)

joined the other four transcription companies in expressing willingness to accept the principle of the Union's proposal. When, on reconsideration, they decided to reject the principle and withdrew from the negotiations, the hearings were resumed.

THE FOUR-EMPLOYER CONTRACT AND THE REQUESTS OF THE PARTIES

The payments to the Employment Fund, provided for in the contracts closed by the Union, are stated.

The Companies ask the Panel to recommend that the NWLB instruct the Union to terminate the strike.

The Union, questioning the jurisdiction of the Board, requests that the proceeding be dismissed.

By inference, the Union asks that the Companies be instructed to accept the terms of the Four-Employer contract if the proceeding is not dismissed for lack of jurisdiction. In effect this means that the Companies should be instructed to make the stipulated payments to the Employment Fund which constitute the sole demand of the Union.

JURISDICTION OF NWLB

The Union contends that Union members are not the employes of the Companies but of leaders, contractors and associations who are not parties to the proceeding.

The Panel finds (1) that Union members may possibly be considered the employes of the Companies regardless of the status of 60% of them for other and dissimilar purposes and (2) that the jurisdiction of the Board extends to the determination of labor disputes and is not limited to controversies brought before it by employers and employes.

The Union contends that no labor dispute exists because it does not wish to work for the Companies on any terms.

The Panel rejects the contention (1) because not consonant with the Union's acts and (2) because invalid, if true.

The Union contends that there has been no interference with the war effort.

The Panel find (1) that, though the direct effect of the strike has been exaggerated, there has been some damage and (2) that "A strike in wartime distils explosive emotions whose unstabilizing effect transcends the economic influence of the particular stoppage."

Summarizing, the Panel finds that, since a labor dispute exists which interferes with the war effort, the NWLB has jurisdiction.

UNION'S POSITION ON THE MERITS

The two principal substantive contentions of the Union are:

(1) Recorded music has caused serious technological unemployment which differs from the ordinary type since it is the musician himself who creates the machine (the recording) which displaces his union brothers.

(2) Because no copyright exists in recordings, musicians receive no royalty for the unauthorized, commercial use of phonograph records, mainly in juke boxes, but also by broadcasting stations. (Transcriptions are always used for an authorized, commercial purpose.)

The Companies' answers and the Panel's comments are included in the sections that follow.

UNEMPLOYMENT

The section begins by considering various forms of mechanized music.

In 1929 sound movies displaced 18,000 musicians but the Companies have no connection with the motion picture industry.

Meagre testimony indicates that juke boxes gross a total of about $200,000,000 a year. Though the Companies contend that they are used in small establishments and displace no live musicians, and though no statistics exist, the Panel infers that there has been displacement of live musicians in an unknown amount.

Similarly, the Panel infers that there has been some displacement by wired music.

Radio does not replace live music in the sense that sound movies displaced orchestras. What Mr. Webber, the then president of A.F.M. said regarding the phonograph record in 1926 is, in the main, still true of phonograph and radio. The Union is in error when it calculates its loss on the basis of what its members would gain if mechanized music disappeared and the demand remained constant in the face of an enormous increase in price.

During the period of the growth of mechanized music the number of bands and symphony orchestras has increased but the opportunity for small job musical employment has probably diminished.

The Panel finds that the introduction and use of radio and the over-all use of phonograph records has probably not, on balance, decreased the employment of musicians.

GENERAL UNEMPLOYMENT IN THE MUSIC INDUSTRY

Two Union members out of three use music as a side line or not at all. The Union claims that a member who is not working full time at music is unemployed. The Panel rejects the Union's definition. Furthermore, the Panel finds that the problem of unemployment cannot be studied in terms of so undifferentiated a group.

The Companies' survey of four cities showed 94½% employed and 5½% unemployables. Though questionable Union figures indicate 12% unemployment, the Panel finds that there is no present, important unemployment of musicians.

The Companies, using figures supplied by the Union, have constructed a table showing the number of musical jobs at various dates in the past. Though the figures supplied by the Union are incomplete and doubtful, they appear to indicate that employment in the field of music follows the economic cycle and that the general trend (unemployment through sound movies excepted) has been upward.

However, though substantial unemployment of musicians existed in the past, neither the amount of such unemployment nor the relation of such unemployment to general unemployment is known.

COMMERCIAL USE OF RECORDS

The Union's attempt to prevent the commercial use of phonograph records was defeated when the U. S. courts decided that no copyright interest exists under our Federal laws, though many foreign countries grant such protection. Since 20% of all phonograph records are used commercially, a large potential source of revenue was lost.

The Companies agree with the Union that the copyright law should be amended and state that both parties should share in the copyright interest.

The Union conceives that so far as copyright benefits the Union or its members, royalties should be used for the benefit of the displaced musicians rather than for the benefit of the well paid performing musicians.

Though the Companies agree that the performing musicians are well paid, they object to the Union's suggestion on principles developed in the next section.

PRINCIPLES

The eight main points that make up the Companies' line of principle are discussed in this section which can scarcely be summarized.

(*Continued on page 70*)

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The Beeline
THE BEELINE
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN
McClatchy Broadcasting Company
Sacramento, California
Robert A. STREET National Sales Manager
Paul H. RAYMER CO. National Representatives

★ ★
THE BRIGHT SPOT of Eastern New York
SCHENECTADY WTRY TROY The Buying Triangle ALBANY
Only BLUE Network Station Covering this Area
★ ★

KTFI
TWIN FALLS · IDAHO

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY - REED CO.

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

ALASKA

More listeners per $ through **KFQD**

COVERING METROPOLITAN AREA OF ALASKA

790KC—1000W

First in Alaska

ALASKA BROADCASTING CO.

Anchorage, Alaska

National Representatives:
Pan American Broadcasting Co.
New York 17, New York

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts

620 Kilocycles

NBC RED NETWORK

Represented Nationally by

EDWARD PETRY & CO., Inc.

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

Don't dig so hard for sales when they come so easy in Albany!

WGPC

ALBANY, GA.

CBS

REPRESENTED BY SPOT SALES

Points I, III, IV, VII and VIII are the more important ones and points I, VII and VIII are perhaps the most important of all.

Rejecting the Companies' objections based on principle, the Panel finds: (1) Should copyright legislation be secured, sound social policy would not prevent all or part of the resulting royalties from going to the Union under proper safeguards, for the benefit of unemployed musicians. (2) Copyright legislation aside, payment under proper safeguards, by an employer to a union for the benefit of unemployed union members who were never the employees of the paying employer would not be opposed to public policy at least in those instances where members of the same Union, working for the same employer, create the technological unemployment of their union brothers.

The grievance in such cases is more poignant and the remedy more ready.

A COMMITTEE OF THE NAB

This section mentions the activities of the National Association of Broadcasters as reflected in certain liberties taken by its Music Steering Committee in respect to the Panel. An explanation is offered for the changes in the Company's position ranging from the assertion of principle as the paramount consideration in the preceding section to the disclaimer of all generalizations in the section that follows.

UNION OMISSIONS

Though the practices of the Union in respect to the Companies are not conciliatory and though the Union has habitually disregarded the amenities of collective bargaining, no important difficulties have arisen and the record refers to no past stoppages.

No aspersion of dishonesty appears and the conduct of the Union and of Mr. Petrillo, as reflected in the record, has been uniformly candid and honorable.

Before the conclusion of the hearings, the Panel asked the Union to explain the complete absence of plan and statistics. The chairman's question and the union's answers should be read.

The Panel found that the Union has offered no statistics, objectives or plan to support its demand for funds to relieve unemployment.

AN UNUSUAL DEMAND

Even if the Panel were satisfied as to the factual justification of the Union's demands, the question remains whether the proposed solution is one the Board may properly impose.

The War Labor Disputes Act says that the Board should provide "terms and conditions (customarily included in collective bargaining agreements) governing the relations between the parties" and, where no other law is applicable, the Board is directed to provide fair and equitable terms and conditions.

Even in the absence of the parenthetical phrase, to exact unusual terms as the result of war time conditions would not, in the opinion of the Panel, be "fair and equitable."

Panel's Conclusion

Applying this principle to the instant case, the Panel notes: (1) Out of thousands of NWLB cases in not one has a Union received or even asked payment from an employer to a union unemployment fund. (2) None of the collective bargaining cases mentioned by the Union is analogous. (3) The royalty payments to symphony orchestras are ordinary commercial transactions and offer no analogy. (4) The Bureau of Labor Statistics developed a list of some twenty situations where Employers made payments to unions but only one was for unemployment relief. (5) If all of the cases cited by the Union and developed by the Bureau of Labor Statistics were directly analogous, these few out of hundreds of thousands of collective bargaining agreements could hardly be said to establish custom.

The Panel finds that the demand of the Union is for an unusual condition not customarily included in collective bargaining agreements.

A critical situation might justify a liberal interpretation by the Board, but this is not a critical situation.

The Panel concludes that because of the prescriptions of the War Labor Disputes Act and the policy of the National War Labor Board, as well as for other reasons implicit in the report, the Board should not direct that the Companies pay money to the Union for its Employment Fund.

DISSENTING OPINION OF THE LABOR MEMBER

Though the Labor Member concurs in the conclusion that the N.W.L.B. has jurisdiction he holds: (1) The labor dispute was not the usual dispute between employer and does not involve a strike. (2) The statement contained in the body of the report that there was some degree of *direct* interference with the war effort is an error.

Though the Labor Member agrees with the conclusion, he points out that future unemployment is a definite prospect in this and all other industries, that social security plans for the future must be laid now and that the Labor Movement must chart its course in advance.

Paragraphs 3, 4 and 5 are conjecture and, therefore, not a proper basis for drawing conclusions.

It is fallacious to ascribe an unemployment condition to the praiseworthy open door policy of the Union. An unemployed musician

ABC Net Plans Provide Clients Region Hookup

ASSOCIATED BROADCASTING Corp., newly-formed coast-to-coast network, will adopt a policy of providing regional coverage for clients with limited or regional distribution, according to Leonard A. Versluis, president. The coast-to-coast lineup will be used for more important national religious programs [BROADCASTING, Feb. 21] and the networks purpose is to afford facilities for advertisers who cannot obtain split network contracts on the other national networks, Mr. Versluis said. Headquartered in Grand Rapids, Mich., the ABC network is comprised of several regional networks and the list of associate stations now numbers 203.

PROGRAM DIRECTOR

Are you an experienced Program Director? Can you handle a staff of 7 or 8 announcers and get maximum performance from them? Are you an announcer and emcee capable of showing your men "how"? Have you handled continuity writers and do you know how to get good results from a staff of three? Do you know Traffic and Music and can you supervise a Traffic Manager and a Musical Director? Can you make and hold friends among advertisers, civic groups, public officials and everyday folks? Can you keep your feet on the ground and stay sober and pay your bills and be a good citizen?

If your answer is "YES" to the questions above you are the man wanted for a permanent job as Program Director of one of the nation's most progressive stations in a major mid-western market of over ½ million population. The station is a basic network affiliate widely recognized for sound operation and great potential. You will work in pleasant surroundings and have a whale of an opportunity to progress in both responsibility and income. If you want to WORK where your ability alone will take care of your future, you will start at around $3,600.00 and go on up from there. If you are not subject to the draft and available on reasonable notice write FULLY and in confidence to Box 992 c/o BROADCASTING. Enclose photo please.

would still be unemployed whether a Union member or not. The mere fact that an unemployed musician obtains other part-time employment does not change the fact that he is unemployed as a musician.

The swift changes in the music industry absolve the Union of blame for not formulating plans and objectives. The Union should rather be praised for its efforts towards a definite solution of a grave problem.

'Half of the Truth'

To hold that the NWLB can only act if a dispute can be settled by a customary provision is self-defeating logic. The Board must settle all disputes and the parenthetical phrase concerning customary conditions is a precaution and not a limitation on the Board's powers.

True, the Union is not asking a customary provision, but this is only half of the truth for the entire case is unusual as the following summary shows:

1. The basic issue of the dispute is unusual.
2. The action taken by the Union is unusual. (It is not a strike by the abandonment of undesired work.)
3. The relationship between the parties is unusual. (More than 60% of the musicians involved are not employees of the Companies.)
4. The position of the parties before the NWLB is unusual.

Furthermore, the contracts closed by the Union has made it "customary" in this industry to plan for remedial unemployment measures."

The Labor member agrees that "the war cannot be used as the setting for gaining an advantage" but points out that it is the Companies that ask the NWLB to invoke the President's war powers to compel musicians to withdraw a lawful ban against suicidal work.

The recommendation of the majority would foster inequities in industry, in opposition to the policies of the NWLB, for it would free the Companies from the obligations undertaken by the employers who have signed contracts with the Union.

CONCURRING OPINION OF INDUSTRY MEMBER

The Industry Member, after expressing his general agreement with the Report and indicating his points of disagreement, analyzes the Union rules relating to voting and the reason why he considers these rules questionable.

Disagreeing with the Report, the Industry Member holds that the general principle of payment directly by employers to a union is unsound.

Six points in the section entitled "Principles" are analyzed and the Industry Member finds that the Panel's answers to the Companies' contentions are insufficient.

In conclusion the Industry Member infers that the great damage suffered by musicians through the introduction of sound movies has naturally (but, none the less mistakenly) caused them to suspect the effect of all mechanized music.

Shepard Explains Capital Coverage

Says Network Has Not Set Up A Washington News Bureau

JOHN SHEPARD 3d, chairman of the board of Yankee Network Inc., declared last Friday that the network had not established a news bureau in Washington but had made arrangements for Washington news of interest to New Englanders to be furnished by a company headed by Jack R. Reed, of Washington.

Mr. Shepard's statement came following publication [BROADCASTING, March 6] of an announcement by Mr. Reed that Yankee News Bureau had been established in Washington to cover for Yankee stations and for WJW Cleveland, owned by Bill O'Neil, son of W. O'Neil, president of the Yankee Network. Mr. Reed is assistant to W. O'Neil as president of the General Tire & Rubber Co. His headquarters in Washington are the offices of General Tire and he was formerly news director of WJW prior to the station's removal from Akron to Cleveland.

Mr. Shepard issued the following statement about the Yankee News Bureau as previously reported:

"The Yankee Network has not established a news bureau in Washington but has made arrangements for Washington news of interest to New Englanders to be furnished by a company employing Jack Reed. Mr. Reed has nothing to do with the policies of the Yankee Network, is not an employee of the Yankee Network, and is simply to furnish news as directed and arranged by the Yankee Network.

"Lt. Francis W. Tully, USNR, presumably will resume his former post at the Yankee Network on his return from the war. The arrangement made for the services of Mr. Reed are simply to fill in during Lt. Tully's absence."

WBNY's Policy

WILLIAM NORINS, manager of WBNY Brooklyn, has announced that in accordance with a new policy, fewer foreign-language programs are being broadcast on this station, the ratio dropping from 80 to 17%.

AFRA Convention

AMERICAN FEDERATION of Radio Artists will hold its sixth annual convention in Cleveland this August.

3,500 ANSWER OWI CALL

RESPONDING to the call issued by OWI Director Elmer Davis for 450 trained newspaper and radio men, to assist in OWI overseas operations [BROADCASTING, Feb. 28], some 3,500 had sent in letters of application by the early part of last week. According to the OWI Outpost Service Bureau, New York, where all applications are processed, an estimated 30% of the applications were for radio positions, about 100 of them for program work. A number did not have the necessary qualifications. Total of 3,500 letters includes 1,000 sent to Washington.

LOOK OVER...
NOT OVER LOOK
250,000 PROSPECTS
IN THE SABINE AREA OF TEXAS
KFDM
Blue Network, 560 K. C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS
Represented by the Howard H. Wilson Company

5000 WATTS • DAY AND NIGHT
850
WJW
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

Ask ANY Daytonian

Next time you encounter a Daytonian—no matter where—ask him the name of his favorite radio station. We'll gamble our reputation on his answer. He'll tell you that he listens to WHIO—for the best in CBS and local entertainment, and for the exceptional news coverage made available by WHIO's three wire services—U.P., I.N.S., and Reuters.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

Zenith Subsidiary

ZENITH RADIONICS Corp., of New York, subsidiary of Zenith Radio Corp., has been formed and offices opened in the Empire State Bldg., it was announced last week by J. J. Nance, vice-president and director of sales of the parent company. H. J. Wines, former general sales manager of Frigidaire's New York and Chicago branches, has been appointed general manager and director of the new subsidiary, which will serve as distributor for Zenith's radionic products in the territories formerly covered by Colen & Gruen, New York and E. B. Latham, New Jersey. Mr. Nance, in announcing the company's departure from its policy of enfranchised distributorships stated that Zenith will adhere to its program of independent distributors except for the highly concentrated New York and Chicago areas.

Agency Opens Branch

McCANN-ERICKSON, New York, has opened a new branch office in Boston, in the Park Square Building. Watson Gordon, free-lance copy writer, associated formerly with Doremus & Co., in Boston, has been appointed manager.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation
1469 Church Street N.W., Washington, D.C.

WOODWARD & KEEL
Consulting Radio Engineers
Earle Bldg. • District 4871
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

STUDIO RADIO WRITING
by Correspondence
Newscasting & Announcing
Coaching by records
NATIONAL ACADEMY OF BROADCASTING
1366 Irving St. N.W., Wash., D. C.

GIVE TO THE AMERICAN RED CROSS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 4 TO MARCH 10 INCLUSIVE

Decisions . . .

MARCH 7

E. Anthony & Sons Inc., West Yarmouth, Mass.—Granted CP new standard station, 1240 kc, 250 w, unlimited. (Facilities of formerly licensed WOCB).

KICD Spencer, Ia.—Granted mod. license to increase 100 w to 250 w.

WKBH La Crosse, Wis.—Granted relinquishment control by Harry Dahl to Dorothy Dahl, Howard Dahl, Kenneth Dahl and Catherine Dahl Wood through gift of 400 shares (49.2%).

WGKV Charleston, W. Va.—Designated for hearing application for relinquishment control by Worth Kramer to Eugene R. Custer and Richard M. Venable, to be consolidated with hearing on application for renewal of license.

KMLB and KNOE Monroe, La.—Denied request of KNOE Inc. for extension time to April 1 within which to file an opposition to petition of KMLB to reinstate its application for CP; granted request of KNOE Inc for extension time to April 1 within which to file opposition to KMLB's petition for rehearing.

American Network Inc., New York—Granted petition for reinstatement application for CP new FM station.

MARCH 8

Charles P. Blackley, Staunton, Va.—Granted motion for order to take deposition in rehearings on application of Charles P. Blackley for CP new station, application of WCHV for mod. license, and application of WFVA for mod. license.

MARCH 10

WNBZ Saranac Lake, New York—Adopted order granting petition for continuance hearing on application for license renewal; hearing continued to April 12.

New York Times Co., New York—Placed in pending file application for CP new FM station.

J. E. Rodman, Fresno, Cal.—Placed in pending file application for CP new FM station.

Applications . . .

MARCH 6

The Finger Lakes Broadcasting System, Geneva, N. Y.—CP new standard station, 1240 kc, 250 w, unlimited.

WCLE Cleveland—CP change 610 kc to 640 kc, increase 500 w to 1 kw, change hours from D to limited, move transmitter and studio to Akron and install DA, amended re changes in DA.

Havens & Martin Inc., Richmond, Va.—CP new FM station, 46,100 kc, 12,130 sq. mi.

WGAL Inc., Lancaster, Pa.—CP new FM station, 45,500 kc, 1200 sq. mi.

WCOV Montgomery, Ala.—Vol. assgn. license to G. W. Covington Jr.

WOSH Oshkosh, Wis.—Vol. assgn. license to Myles H. Johns, William F. Johns and Frederick W. Renshaw d/b Oshkosh Broadcasting Co., a partnership.

KSL Salt Lake City, Utah—Extension special service authorization to operate with two Federal telegraph tubes in last radio stage for period 4/1/44 to 5/1/45.

Monroe B. England, Pittsfield, Mass.—CP new FM station, 45,700 kc, 950 sq. mi. Incomplete.

WIRE Indianapolis—CP change 1430 kc to 1190 kc, increase 5 kw to 50 kw, install new transmitter, make changes DA-N and move transmitter.

MARCH 8

W2XWG New York—License change from class II experimental high frequency station to FM station. (Temporary facilities requested until construction is completed.)

Washtenaw Broadcasting Co., Ann Arbor, Mich.—CP new standard station, 1060 kc, 250 w, D.

KOMA Oklahoma City—CP change 1320 kc to 690 kc, increase 5 kw to 10 kw, install new transmitter and DA-DN, amended to omit request for new transmitter and change requested power to 5 kw D and 500 w N.

WGBG Greensboro, N. C.—CP change 980 kc to 850 kc, change 1 kw D to 250 w N, 1 kw D and limited hours.

KCMC Texarkana, Tex.—License to cover CP authorizing change 1450 kc to 1230 kc and change in equipment.

MARCH 9

City of Sebring, Fla.—CP new standard station, 1400 kc, 250 w, unlimited.

WCAO Baltimore—CP install vertical dipole (FM antenna). Incomplete.

WABI Bangor, Me.—Mod. CP for extension completion date. Dismissed (unnecessary).

MARCH 10

Rochester Broadcasting Corp., Rochester, N. Y.—CP new standard station, 1240 kc, 250 w, unlimited. Facilities of WSAY when vacated.

Blue Network Co., New York—CP for new FM station, 47,900 kc, 8,950 sq. mi.

Keystone Broadcasting Corp., Harrisburg, Pa.—CP new FM station, 44,700 kc, 4,000 sq. mi.

Louis G. Baltimore, Wilkes-Barre, Pa.—CP new FM station.

Nashville Radio Corp., Nashville, Tenn.—CP new FM station, 46,500 kc, 16,000 sq. mi.

WELO Tupelo, Miss.—Mod. CP authorizing construction new standard station for approval studio and transmitter sites. Incomplete.

'STATESIDE' STARTS 54th AES Station Set Up In New Caledonia

LATEST station in the South Pacific is "Stateside", the 54th American Expeditionary station, now operating at Noumea, New Caledonia. The first program was the "All Marine Show" put on for the Leathernecks in the area, with Marine Sgt. Jack Briggs, former California radio announcer, and Army Pvt. Robert L. Stewart, previously a radio director of Walla Walla, Wash. writing the script.

Several high-ranking Marine officers took part in the dedication ceremonies of the station, the outgrowth of a former "lean to" nailed to the Red Cross Service Club. Men at the controls included: Radio Technician First Class Fred Murray Hall, USN, and Pfc. J. E. Guba.

Kwajalein Recordings

IMMEDIATELY following the capture of Kwajalein Island, an interview with the men responsible for taking the island was recorded on the Army's Magnetic Wire Recorder. The transcription, first made of Army men on conquered Jap territory, was flown to Honolulu, where it was short-waved to the United States. Mutual broadcast the interview Feb. 23 on the *Front Line Features* program.

"PHOENIX AND TUCSON
WILL TAKE ALL PRODUCED"
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

OPERATOR — Permanent position with chance of advancement. State qualifications and enclose small photo. Please include your recommendations. Write Technical manager, WFDF, Flint, Michigan.

Radio Salesman— Man or woman, wide-awake city unlimited possibilities. Salary and commission. A-1 references. Release required. Permanent. J. D. McCoy,Station WAIM, Anderson, South Carolina.

Wanted—Announcer by progressive network affiliated station, draft deferred, prefer man with southern station experience, give full information as to experience and salary expected. WHMA, Anniston, Alabama.

Transmitter Engineers—First class. Can use two men. Salary up to $50, forty hours, depending on experience. Overtime hours extra. Construction permit granted increasing night-time power. Write Elza Runkle, Chief Engineer, KCMO, Kansas City, Missouri.

ANNOUNCER - SALESMAN — Wanted — good opportunity for experienced, steady man—4F or discharged. Give full details, references. Good Salary and commission. Southern Station. Box 998, BROADCASTING.

CHIEF ENGINEER—For 5kw Station. Capable taking complete charge. Experienced in new construction, maintenance, recording, etc. Permanent position. Real present and post-war opportunity to proper person. Detail previous experience, age, draft status, references and salary expected. All replies confidential. Box 996 BROADCASTING.

Announcer Wanted—By Southern NBC 5KW Station. A junior man with at least two years successful announcing experience. We prefer somebody who wants to become firmly rooted in the region we serve. We'll start him at $45.00 and provide an opportunity to earn extra talent fees for programs he produces. Send transcription, photo, detailed experience and education. Station WIS, Columbia, S. C.

ENGINEER—Control operator, draft exempt. State experience and salary expected. Apply WGBG Greensboro, N. C.

Announcer—Capable becoming program director . . . draft exempt. State experience, references, salary, first letter. NY local. Box 987 BROADCASTING.

Draft Exempt—First Class Operator as Chief Engineer. Some announcing. Salary good. Mutual station in Middle West. Box 982, BROADCASTING.

ANNOUNCER — Experienced, deferred. Capable newscaster, ad lib record shows. Basic Network Station, Metropolitan market. Permanent. In replying detail experience, salary expected, draft status. Box 949, BROADCASTING.

OPERATOR—First class for Texas kilowatt Mutual station. Give full information. Box 904, BROADCASTING.

ARE YOU THINKING AHEAD? Existing Southern California station with plans already in the fire on FM and television will need program director, news editor, sponsor service manager, and what have you to offer? Tell us why you think you would qualify, together with expected starting salary. We might be interested in you right now if you want to start at a reasonable figure looking toward your future. Box 6, BROADCASTING.

Wanted—Operator, first class; draft deferred. Can work either forty or forty-eight hours a week. State salary wanted. Radio station WSYB Rutland, Vermont.

Situations Wanted

ANNOUNCER-EXPERIENCED — 24, good news-man, fluent ad-lib. Honorable discharge. Now employed, desire change larger station $60 week. Box 999, BROADCASTING.

Radio Engineer—14 years in radio, including transmitter design test and development. Age 39, married. Would like position of Chief Engineer in small station. Box 997, BROADCASTING.

Announcer-Newscaster-Producer — Recently Chief Announcer— Newscaster—Producer NBC Affiliate. 4F—single—29—available shortly. 10 years experience. Box 991, BROADCASTING.

Announcer Now Available—For announcing staff of some Southern station. Basic salary must be good, also overtime. Address Box 990, BROADCASTING.

ANNOUNCER-COMMENTATOR—Operate Control Board, draft-deferred. Minimum $60 weekly, plus talent fees For disc send full details. Box 989, BROADCASTING.

ANNOUNCER—Draft exempt. Honorable army discharge. Age 25. Married, Accurate commercial man with news experience and program ideas. Four years with western network stations. Box 988, BROADCASTING.

RADIO EXECUTIVE CONTEMPLATES CHANGE. THOROUGHLY EXPERIENCED. SEVERAL YEARS WITH 50,000 WATT STATION. 36 YEARS OLD. BOX 985 BROADCASTING.

News Editor—Experienced, formerly newspaperman. Seeking any editorial work in N.Y.C. 4-F. Box 984, BROADCASTING.

NEWSCASTER or Analyst—Newspaper background, long experience both sides of Atlantic. Writes own script. Draft exempt. Employed at present. Box 983, BROADCASTING.

Painting Radio Antenna Towers—F.C.C. Specifications, United States, Canada, Mexico. Let us contract your job. H. K. Rhodes, Painting & Decorating Co., Roaring Spring, Pennsylvania.

WESTWARD HO! Two experienced copy and promotion writers in search of real opportunity. Box 980, BROADCASTING.

Experienced Salesman—Now connected with Western station foremost in its field, will be available April first for position with Eastern network affiliate; highly recommended by present and past employers; good appearance and personality; congenial associate; draft exempt. Box 969, BROADCASTING.

PROGRAM DIRECTOR - ANNOUNCER—Woman with key network station desires program position with opportunity to use initiative-originality Thoroughly experienced. Box 965, BROADCASTING.

Available Immediately. Organist with or without own Hammond. Age 26, 4F, union. Excellent references. Box 963, BROADCASTING.

Announcer—Nine months experience. College education, honorably discharged from Army. Prefer East or Southwest. Now employed. Box 3, BROADCASTING.

Man, 4-F, desires position as announcer with station offering chance to utilize knowledge (especially music). Experience as both announcer and continuity writer. Box 2, BROADCASTING.

Director—Expert announcer wants permanent position with progressive station. 9 years experience. Write to Box 1, BROADCASTING.

Situations Wanted (Cont'd)

PROGRAM MANAGER—Capable of producing and supervising programs for regional net or local station. Complete knowledge of continuity, traffic and all program detail work. Ten years experience on local, NBC and CBS affiliate. Age thirty-nine, married, two children. Desires position with a station assuring a permanent position. Will guarantee active and creditable interest in position and produce results. Location preferred: middle west or central. Write Box 962, BROADCASTING.

I think I'm ready for a station manager's job—Or a job as assistant Station manager, and commercial manager. One man I worked for (name on request) once called me the "only one-man radio station" he ever knew. I've been trying to live that down. During the past ten years my work has included programming, production, announcing, sports, special events, continuity, publicity and sales. My present work includes a sponsored sportscast, a daily record program, special events, publicity and being a one-man commercial department. My income is good. But I feel I've gone as far as I can right here. 34 years old. Married. Have almost a double handful of dependents. I'm looking for a job that will give me a chance to do a job. The salary, of course must be commensurate with the work I'll put in. If there is such a position open, I am available on 3 weeks notice. Box 950, BROADCASTING.

Chief engineer small station wants job larger station previously classified 2B now 4F. Box 948, BROADCASTING.

Woman News Editor Broadcaster—Five years radio writing and broadcasting. Desirous position handling women's programs and/or newscasts. Good affiliations. Excellent references. Box 940, BROADCASTING.

Wanted to Buy

Want to buy new or used RCA Instantaneous Recording Attachment to fit RCA turntable type 70-C-1. Give price. WMRF, Lewiston, Pennsylvania.

To buy 516-C bridge or to trade Twin-T bridge for 516-C. Station WIND, Gary, Indiana.

100 or 250 watt transmitter, any condition. Box 995, BROADCASTING.

Equipment Wanted—Will pay cash for FCC approved frequency monitor and modulation monitor. Box 986, BROADCASTING.

Wanted—One Wincharger or any guyed. 175 foot tower and lighting equipment. 1,000 Watt Antenna tuning unit. 200 foot ⅝ inch or larger Coaxial Cable with gas equipment. One 1,000 watt transmitter complete with tubes. Box 926, BROADCASTING.

WILL PAY CASH—for Western local or regional station. Replies confidential. Box 922, BROADCASTING.

Wanted to buy—1 KW Transmitter. Address Box 902, BROADCASTING.

CASH ON THE LINE—For equipment for 250 or 1000 watt station. Also interested in buying towers. Box 7, BROADCASTING.

WANTED—Recording machine, complete, in good condition, for 16 inch discs. WDEV, Waterbury, Vermont.

EQUIPMENT WANTED—5 kilowatt late model RCA or W. E. broadcast transmitter, phase monitor, two 200 foot towers. Box 4, BROADCASTING.

One kilowatt or five kilowatt transmitter—Call, wire or write immediately Box 13, BROADCASTING.

For Sale

ONE UV 855 RCA TRANSMITTER TUBE NEVER BEEN USED COST $350.00 WILL TAKE $175.00. USED AUDAK CUTTING HEAD $25.00. TWO PRESTO FEED SCREWS $20.00 EACH. NEW RCA MI 4297 DELUXE AMPLIFIER IN CABINET WITH TUBES $200.00. KGDM PEFFER, STOCKTON, CALIFORNIA.

Have complete equipment for 250 watt station—Would like to contact party with good location with the idea of jointly applying for CP. Box 5, BROADCASTING.

HELP WANTED

Announcer, newsman, and promotion man fully experienced and qualified wanted by WKBN. A real opportunity on a 5000 watt CBS station. Write or wire stating qualifications. 38 years or more, 4-F, or service discharges only.

WKBN
YOUNGSTOWN, OHIO

WANTED TO BUY

We want to purchase a self-supporting steel tower, preferably Truscon or Blaw-Knox, 350 to 400 feet in height. Send full particulars and price to WHBQ, Memphis, Tenn.

HOW TO INCREASE THE REVENUE ON YOUR STATION!

KAY COLLYER'S
"WOMAN'S WORLD"

A dramatic, vivid, new type of woman's participation program—

For audition record, write to Box 994, BROADCASTING

SCRIPT WRITER AVAILABLE
IN SIX WEEKS

Now under contract on two network shows. Ten years experience; want change, pref. freelance basis.

BOX 981, BROADCASTING

SALESMAN WANTED:

A group of Midwest stations wants a hard working, experienced salesman, who has both client and agency contacts in Chicago and Central states. Salesman to spend 50% of time in Chicago and balance of time soliciting national spot business in Middlewest. Please give complete background, age, salary desired and draft status in first letter.

BOX 993, BROADCASTING

Radio's '43 Contribution to War Effort Valued at Over $200,000,000 in Time

RADIO TIME valued at $202,000,000 was contributed during 1943 to programs directly identified with the war interest, according to an analysis last Friday by the NAB. Of the aggregate, $93,000,000 represented station and network time donated on a "sustaining" basis, with $81,000,000 in time given on a sponsored or commercial basis.

The estimate was brought up to $202,000,000 by an item of $28,000,000 in talent costs involved on both sustaining and commercial programs by stations, networks and advertisers. The figures were for the entire roster of 913 stations and the national and regional networks.

NAB announced that a brochure for industry use is being prepared, in which the story of radio's part in the war effort will be documented. Outstanding examples of methods employed by stations to aid particular projects will be presented and station managements were requested to send to NAB complete information on outstanding promotion.

Following is the NAB breakdown:

Government Agency	*Network Spot and Special Assignment*	*Station Contribution*	*Total*
Treasury Department	$26,323,900	$23,374,500	$49,698,400
Department of Agriculture—WFA	12,281,200	9,905,900	22,187,100
War Production Board	8,429,100	1,147,700	9,576,800
War Department	8,385,400	4,733,900	13,119,300
War Manpower Commission	6,282,200	5,737,000	12,019,200
Office of Price Administration	4,501,000	6,099,300	10,600,300
Navy Department	4,466,700	3,332,400	7,799,100
Office of Economic Stabilization	4,371,400	2,179,400	6,550,800
Federal Security Agency (Public Health)	3,216,600	4,288,200	7,504,800
American Red Cross	3,181,200	5,721,200	8,902,400
Office of Defense Transportation	2,748,000	3,907,900	6,655,900
National War Fund	2,102,300	4,620,600	6,722,900
Petroleum Administration for War	1,910,200	633,400	2,543,600
Rubber Administration	819,300	53,500	872,800
United Service Organizations (Books)	546,800	801,400	1,348,200
Social Security Board	417,000	1,209,500	1,626,500
War Shipping Administration	389,700	2,044,600	2,434,300
Office of Civilian Defense	202,400	1,033,100	1,235,500
Federal Bureau of Investigation	75,300	78,400	153,700
Office of Lend-Lease Administration	37,400		3,7400
**Miscellaneous Campaigns	14,957,400	15,604,100	30,561,500
Total	$105,644,500	$96,506,000	$202,150,500

* Source. The figures above are estimates of gross values (one time rates-before discounts and commissions). Network organizations were calculated from OWI allocation schedules and utilized the OWI estimates of net values based on 1942 revenue. Station originations were estimated from monthly war ffort report submitted by stations to NAB.
** Campaigns not emanating from any particular government agency.

STAN-B EXPANDING PROMOTION PLANS

STANDARD BRANDS, New York, last week expanded the advertising campaign for Stan-B vitamins, extending newspaper and radio schedules to Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, Ohio, West Virginia and Wisconsin. Exact number of stations included was not revealed, but a total of 13,445 listener impressions were covered in the new schedule. Increase went into effect March 6, and included the addition of 45 newspapers.

Original drive for Stan-B got under way last May with the start of a West Coast campaign on 29 stations. Promotion of the vitamin product on Standard Brand network programs was increased earlier this year. Agency is Ted Bates Inc., New York.

ANPA Speakers

GOV. THOMAS E. DEWEY of New York and Eric A. Johnston, president of the Chamber of Commerce of the United States, will speak at the annual banquet of the Bureau of Advertising, American Newspaper Publishers Assn., to be held April 27, at the close of the ANPA convention at the Waldorf-Astoria, New York. Frederick C. Crawford, president of Thompson Products, Cleveland, and former head of the National Assn. of Manufacturers, will be a principal speaker at the Bureau session of the convention on April 26.

Joseph E. Galvin

JOSEPH E. GALVIN, 45, executive vice-president of the Galvin Mfg. Corp., Chicago (Motorola radios), died March 7 at his home in Oak Park, Ill. The brother of Paul V. Galvin, president of the company, associated with Galvin Mfg. Corp., since it organized in 1928.

Peddler

EDGAR KOBAK, executive vice-president of the Blue Network, is still making a living in the same way he did when a youngster—selling the *Saturday Evening Post*, according to a squib in the March 1 issue. *The Post* is currently sponsoring *The Listening Post* on the Blue.

WARNER RESTRICTS AIR APPEARANCES

FILM industry's apparent drive to restrict radio guest appearances of its stars and use of story material for broadcasting was begun with a declaration of principles by Warner Bros. in early March. Following close upon the heels of a basic agreement reportedly in the making by all major film studios, Warner Bros. edict includes a price hike on screen scripts for radio adaptation.

Agencies are being advised that a story property is just as important to a program as the star and prices on scripts for radio adaptations will be graded accordingly. Where players are concerned, only those not in active film production will be released for radio, and then only on written assignment from the advertising agency handling the commercial account. Where programs are not tied-in with a commercial account, leniency will be shown in script price and talent availability.

While not discounting radio's exploitation value to pictures and stars, the film studio holds that more benefits accrue to the sponsored product than to talent and film thus exploited. Full continued support to programs dealing with the war effort, charity drives and governmental functions is assured by Warner Bros.

WRIGHT ESSERLY, formerly with BBC, and KJR Seattle, replaces Maury Rider on the production staff of Blue Hollywood. Rider joined OPA.

Drawn for BROADCASTING by Sid Hix

"Dang This Set, Maw! Gettin' so I Can't Git Amos 'n Andy More'n Once a Week"

OWI Constructing Coast Transmitters

NBC Will Operate 4 Units For Broadcasting to Asia

AN EXTENSIVE shortwave installation, comprising four 50 kw transmitters and costing approximately $1,000,000, is now under construction on the West Coast to serve OWI Asiatic program operations, officials of the agency's Overseas Branch revealed last week. Efforts are being made to have the plant ready for operations by Oct. 1.

The plant will be operated by NBC for the Government on a cost basis. It is being built by the Defense Plant Corp. NBC, as agent in supervising construction, has an option to purchase land and buildings after the war and arrangements for purchasing the transmitters are being worked out.

Television Plans

Call letters KNIB and KNBC have been allocated tentatively thus far to two of the four transmitters. After the war NBC plans television and FM transmitters in San Francisco, it was said.

The shortwave installation is being built as part of a long range plan devised by an interdepartmental committee which calls for the expansion of OWI shortwave facilities to 36 transmitters. A similar plant on the West Coast, to be operated by CBS, will be built later.

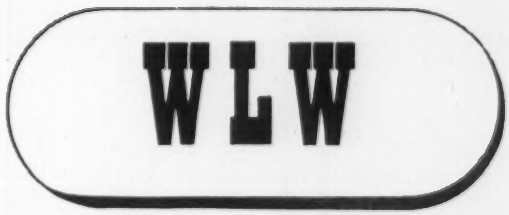
Site for the NBC plant has been acquired and the contractor selected. Transmitters are well on the way toward completion and will be installed during construction of the plant to facilitate earliest possible operation. All transmitters will be in one building and operated from one control desk. James O. Weldon, chief of the Bureau of Communications Facilities, is responsible for planning.

OWI now has 20 transmitters in operation and a 21st, built for the Government by General Electric Co., is scheduled to begin operation near Schenectady this week. Ten transmitters are being used on the West Coast, three of which are high power installations. One of these is 50 kw and is owned by General Electric. Two others, one 50 kw and one 100 kw, are owned by the Government and operated by Associated Broadcasters.

Premier Broadcast

WORLD PREMIER of Paramount picture *The Navy Way*, at the Great Lakes Naval Training Station will be shortwaved to American servicemen throughout the world. Opening ceremonies will be broadcast on *Meet Your Navy*, Blue network program sponsored by Hall Bros. and transmitted abroad with Naval officers and film stars participating. Five regular network programs and ten local Chicago broadcasts will do the promotion.

More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.



DIVISION OF THE CROSLEY CORPORATION

The Nation's Most Merchandise-able Station